SEPTEMBER 19, 1949 TECHNOLOGY DEPARTMENT PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

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LIBRARY
CHICAGO 5

WLS DRAWS CROWDS

CHICAGO

20,000 spectators thronged Michigan Boulevard to see the finals of the city's Square Dance Contest, staged by WLS in cooperation with the Park District and Sun-Times. Preliminary contests each drew from 4,000 to 10,000 spectators.

SPRINGFIELD

12,000 people jammed the Illinois State Fair grandstand when the WLS National Barn Dance was presented as opening night attraction—as it has been every fair year since 1929! Additional thousands through the week saw daily broadcasts of "Dinnerbell," farm service feature; two daily stage shows by Barn Dance acts, visited with WLS editors. These weekday activities were also repeated at the Indiana and Wisconsin State Fairs.

● **Whether it be in Chicago or out in the four-state area where WLS is intensively listened to, people *respond* to WLS... because they know us and like us.**

A Clear Channel Station

WLS CHICAGO 7 The PRAIRIE FARMER STATION

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE.
REPRESENTED BY JOHN BLAIR AND COMPANY.

Kentuckiana is a..

WHAS RADIO FAMILIES
1948 — 689,580

WHAS RADIO FAMILIES
1946 — 588,740

WHAS RADIO FAMILIES
1949 — 701,870

*50%-or-better BMB counties in Kentucky, Indiana, Tennessee and Virginia

..Growing Market

50,000 WATTS ★ 1-A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

CBS WHAS Louisville, Kentucky

VICTOR A. SHOLIS, *Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY

LARGEST PROVIDENCE AUDIENCES LISTEN TO WPRO

the whole year* 'round!

Are YOU using the

NO. 1 STATION

in New England's

NO. 2 MARKET ?

HOOPER STATION AUDIENCE INDEX

CITY: Providence, Pawtucket, R. I. MONTHS: Dec., 1948 thru Apr., 1949

SHARE OF AUDIENCE

TIME	WPRO	Sta. B	Sta. C	Sta. D	Sta. E	Sta. F	Sta. G
MON. thru FRI. 8 A.M-NOON	38.5	17.5	20.9	13.5	4.5	2.0	1.8
MON. thru FRI. NOON-6 P.M.	31.8	20.0	18.8	11.8	11.2	5.7	1.6
SUN. thru SAT. 6-10:30 P.M.	35.4	26.9	14.8	18.3	(Off Local Sunset)		

Your answer is "YES"
--IF YOU USE WPRO

MORNINGS: WPRO's Share of Audience is **GREATER** than the COMBINED SHARES of network stations B and C . . . and almost **EQUAL** to the COMBINED SHARES of network stations B, D, and indies E, F, and G.

AFTERNOONS: WPRO's Share of Audience is **GREATER** than the COMBINED SHARES of network stations C and D . . . and **EQUAL** to the COMBINED SHARES of network stations B and D.

EVENINGS: WPRO's Share of Audience is **GREATER** than the COMBINED SHARES of network stations C and D . . . and 8.5 percentage points higher than network station B.

** All latest seasonal reports (available on request) show WPRO FIRST in Share of Audience.*

. . . where this fall, you'll hear them ALL!

PROVIDENCE

WPRO

BASIC CBS | **5000 WATTS** | **630 K.C.** | **AM & FM**

National Representative—PAUL H. RAYMER CO.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

Closed Circuit

OFFICIAL announcement that 1950 U. S. Census will include questions on radio and television set ownership [BROADCASTING, Aug. 22] expected from Census Bureau within few days. Separate FM count not included.

LABOR expected to blossom Jan. 2 as full network account through arrangement virtually completed by AFL and Mutual. Time alone entails more than million dollars. Fifteen-minute news commentary planned over 150-station network five times weekly. Transaction evolved last week between Phil Pearl, AFL public relations director, and Morris Novik, AFL radio consultant and broadcaster, for union, and A. A. Schechter, MBS vice president.

WHETHER YANKEE Network will be reorganized and retained by General Tire or sold (except for WNAC-TV Boston) in whole or in part, shortly to be decided. Talks looking toward acquisition held during past few weeks with several groups in New York and New England, with price centering around $1,500,000 including five owned-and-operated stations, but no sale is imminent. Sentiment stronger now to retain network in O'Neil family.

JUSTICE DEPT.'S anti-trust eye may be turned shortly on pro football's policies on play-by-play broadcasts and telecasts, now that study of same problem in baseball is nearing windup [BROADCASTING, Aug. 15]. Radio interests reportedly preparing formal complaint. National Football League understood to ban broadcasts of one team on any station within 75 miles of another team's home city, compared to only 50-mile protection claimed in baseball.

RENEWAL CONTRACTS for spot campaign of Sterling Drugs (Dr. Caldwell's laxative) on more than 200 stations about to be signed by sponsor through Sherman & Marquette, New York. Current schedule ends by Oct. 1.

TREASURY DEPT. has formally advised Sen. Ed Johnson (D-Col.) and Senate Interstate Commerce Committee that jurisdiction of its Alcohol Tax Unit over liquor advertising is limited to labeling and related phases. Department's reply reportedly was brief and, like FCC's, solved moral issue by not precluding use of "moral suasion" urged by Colorado Senator, it's understood.

ART CROGHAN, 50% co-owner of KOWL Santa Monica, Calif., with Gene Autry, has purchased latter's 50% share, subject to FCC approval for $80,000. Station operates on sun-up to sun-down basis, will seek fulltime following FCC approval of purchase. Blackburn-Hamilton Co. represented Mr. Autry in transaction.

SOMETHING's brewing on FCC-CAA plan for antenna site standards. Broadcasters fearful of new plan, which could bar new

(Continued on page 82)

Upcoming

Sept. 19-20: NAB District 11, Radisson, Minneapolis.
Sept. 23: NAB Television Music Committee-ASCAP meeting, Washington.
Sept. 26: FCC TV UHF-VHF Allocations Hearing, Commerce Dept. Auditorium, Washington.

(Other Upcomings on page 38)

Bulletins

RESOLUTIONS passed unanimously at Friday closing session of NAB Dist. 9 meeting at Three Lakes, Wis. (early story, page 25) included: Direction to NAB to insist on full clearance at source and per program license in agreements between stations and ASCAP and BMI for use of music on TV; request to NAB to redefine districts to include all of Wisconsin and upper part of Michigan in Dist. 9. Five new NAB members obtained.

CARLOS A. FRANCO, manager of radio media department for Young & Rubicam for ten years, resigned Friday. Frank Coulter Jr., asst. manager of radio media department, promoted to manager.

AT&T expects to hook Dayton into its TV network facilities on Sept. 25, company announced Friday, with full video network service through Dayton to Cincinnati and Columbus by Oct. 8 and partial service probable by Oct. 5.

COLOR TV SLATED FOR HEARING PRIORITY

COLOR TELEVISION given first priority with approximately three weeks set aside at TV hearings which start Sept. 26, according to schedule released by FCC Friday. Authorities thought minimum six weeks to two months would be required for overall hearing, with date of decision—and freeze lifting—unpredictable.

Official showing of CBS color system set for Oct. 7 and RCA's Oct. 10, with dates yet to be fixed for any other demonstrations. Attendance to be by ticket, obtainable from FCC only by those who "demonstrate a direct interest."

Direct testimony and demonstrations will be completed before cross-examination starts. Order of appearances:

Joint Technical Advisory Committee; Radio Mfrs. Assn; RCA; CBS; Color Television Inc.; Dr. Charles Willard Geer; Dr. Leon Rubenstein; Philco Corp.; Allen B. DuMont Labs. FCC expects color cross-examination to start during week of Oct. 10, is hopeful it can be completed in one week. Cross-examination to be limited.

From color, hearing will proceed to other "general" subjects, date and order to be announced. This will include rules and standards changes, equipment availability, Polycasting, Stratovision, noncommercial educational TV. Final phase of hearing will deal with proposed VHF-UHF allocations to specific communities.

Hearing will be held in Commerce Dept. Auditorium, Washington, starting at 10 a.m. Sept. 26 and continuing on succeeding weekdays (except Oct. 3) to completion of color phase. RCA color demonstrations to be at Washington Hotel and WNBW Washington studios; CBS site not yet determined.

Business Briefly

EMERSON SPOTS ● Emerson Drug Co., Baltimore (Bromo-Seltzer), starting spot announcement campaign in 15 markets, effective Sept. 26, using all four network affiliates in each case for 52 weeks, five times weekly. Agency, BBDO, N. Y.

SWIFT BREAKS ● Swift & Co., Chicago (ice cream), Nov. 1 starts 52 weeks of chainbreaks and spots, day and night, in about 20 cities. Spots in another 24 cities continued. Agency, Needham, Louis & Brorby, Chicago; Mel Hattwick, account executive.

WTMJ-TV REJECTS OFFER OF WORLD SERIES GAMES

WTMJ-TV Milwaukee notified NBC late Friday it will not take "no pay, no charge" telecasts of World Series (early story page 47). WMAL-TV Washington and WMAR (TV) Baltimore had previously indicated they would not accept service on that basis.

Number of other stations were undecided at weekend, and many of those accepting series telecast complained bitterly about Gillette-network deal. WSPD-TV Toledo accepted but felt one of worst chisels in radio history had been pulled on TV stations.

Walter J. Damm, WTMJ v.p. and general manager, said it was spurning offer as dangerous precedent and suggested Texas Co., for example, might try to chisel TV time because of high rating of Milton Berle program. *Milwaukee Journal*, operating WTMJ, notifying its readers Gillette did not see fit to buy TV time in city.

In addition to stations previously contacted WICU Erie, Pa.; WPTZ Philadelphia; WTVR Richmond, Va.; WGAL-TV Lancaster, Pa. and WILM-TV Wilmington, Del., had not decided whether to take games, they told BROADCASTING Friday. WLWT Cincinnati and WLWD Dayton, Crosley outlets, will take games if AT&T cable into Dayton is connected feeding Dayton to Cincinnati by microwave link (see bulletin this page).

WBEN-TV Buffalo "accepted reluctantly". KSD-TV St. Louis accepted if all others having service agree to no pay, no charge formula. Acceptances include WBZ-TV Boston; WKRC-TV Cincinati; WJAC-TV Johnstown, Pa.

Feeling ran so high that some TV stations mulled restraint of trade action on ground networks sent identical telegrams and presumably agreed in advance on handling.

Robert A. Jamieson, DuMont traffic manager, named network coordinator for Series.

RMA RETAINS WHEELER

EX-SEN. Burton K. Wheeler retained last Friday by Radio Mfrs. Assn. as special counsel on TV matters now before FCC. RMA board meeting at White Sulphur Springs, W. Va. reviewed position to be taken during FCC TV hearings. Board given preview of instruction film for TV set owners.

Now T-V has been added!

3 MIGHTY VOICES of KRLD

The TIMES HERALD Station

EXCLUSIVE OUTLET FOR THE DALLAS-FORT WORTH AREA

for the

COLUMBIA BROADCASTING SYSTEM

KRLD-TV Will Take the Air On

October 1st Or Soon Thereafter

KRLD Leadership is on the march! KRLD AM. leads morning, evening, Sunday noon until 6 p. m., and all day Saturday by the latest Dallas Hooper—

KRLD TV

CHANNEL 4

AM 50,000 Watts
Day and Night

The Branham Company—*Exclusive Representatives*

WIP Produces!

Example #17

WIP, as the original guinea-pig station, drew—on a *single* program's announcements—4727 replies!

4699 enclosed One Dollar!

The offer was the SUPERMAN Film Fun Slide-Film Movie Projector.

WIP drew 41% ABOVE the average of the 177 Stations subsequently used!

WIP
Philadelphia
Basic Mutual
•
Represented Nationally
by
EDWARD PETRY & CO.

BROADCASTING
TELECASTING

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Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Audrey Boyd, Kathryn Ann Jones, Pat Kowalczyk, Estelle Markowitz, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*

Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Elaine Cahn; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATIONS AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Grace Motta, Chapalier Hodgson.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181

David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

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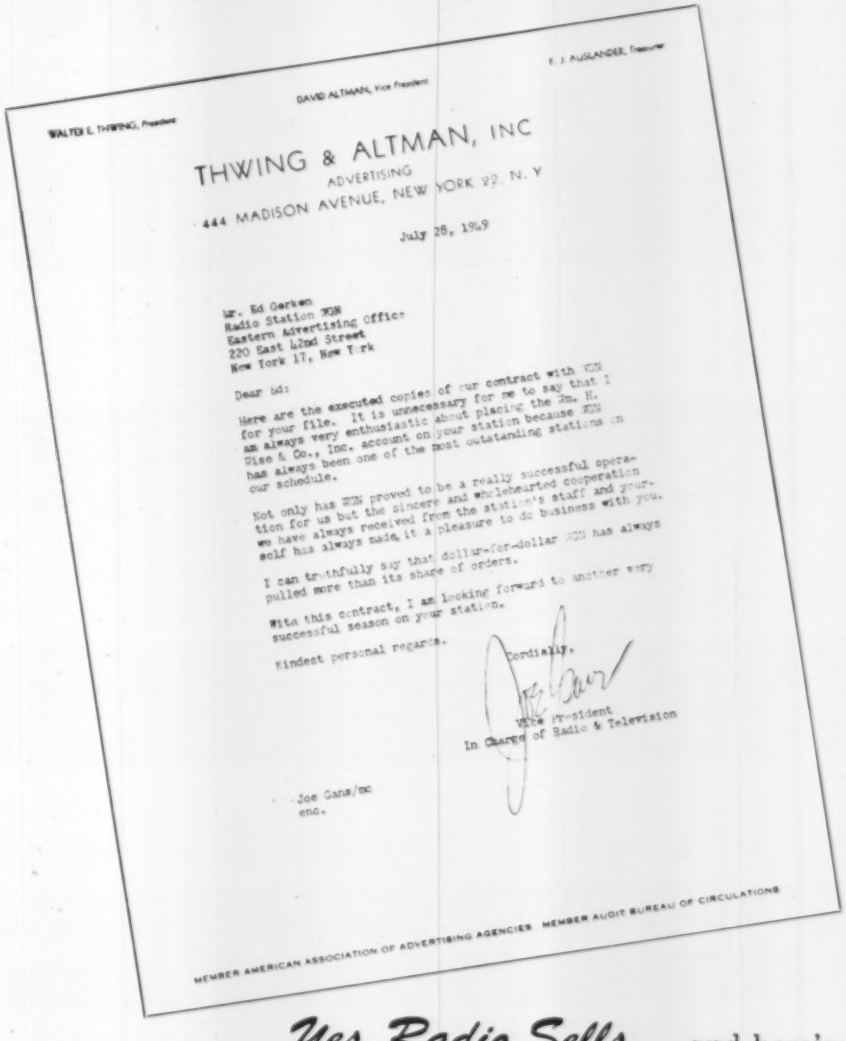
Subscription Price: $7.00 Per Year, 25c Per Copy

Whether you sell . . .

eneficial **b**ooks on **b**usiness, **b**andaging, **b**arristers, **b**anking or **b**uilding . . . **b**etter **b**uy radio . . . **b**etter **b**uy WGN!



WALTER E. THWING, President
DAVID ALTMAN, Vice President
E. J. AUSLANDER, Treasurer

THWING & ALTMAN, INC
ADVERTISING
444 MADISON AVENUE, NEW YORK 22, N. Y

July 28, 1949

Mr. Ed Gerken
Radio Station WGN
Eastern Advertising Office
220 East 42nd Street
New York 17, New York

Dear Ed:

Here are the executed copies of our contract with WGN for your file. It is unnecessary for me to say that I am always very enthusiastic about placing the Wm. H. Wise & Co., Inc. account on your station because WGN has always been one of the most outstanding stations on our schedule.

Not only has WGN proved to be a really successful operation for us but the sincere and wholehearted cooperation we have always received from the station's staff and yourself has always made it a pleasure to do business with you.

I can truthfully say that dollar-for-dollar WGN has always pulled more than its share of orders.

With this contract, I am looking forward to another very successful season on your station.

Kindest personal regards.

Cordially,

Vice President
In Charge of Radio & Television

Joe Carr/mc
enc.

MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES MEMBER AUDIT BUREAU OF CIRCULATIONS

Yes, Radio Sells . . . and here's proof again that WGN is a result-getter for its advertisers. This is just one among many testimonials to WGN's sales effectiveness. That's why we say—make your next buy your Best Buy with WGN!

WGN reaches more homes each week than any other Chicago station. — 1949 Nielsen Annual Report

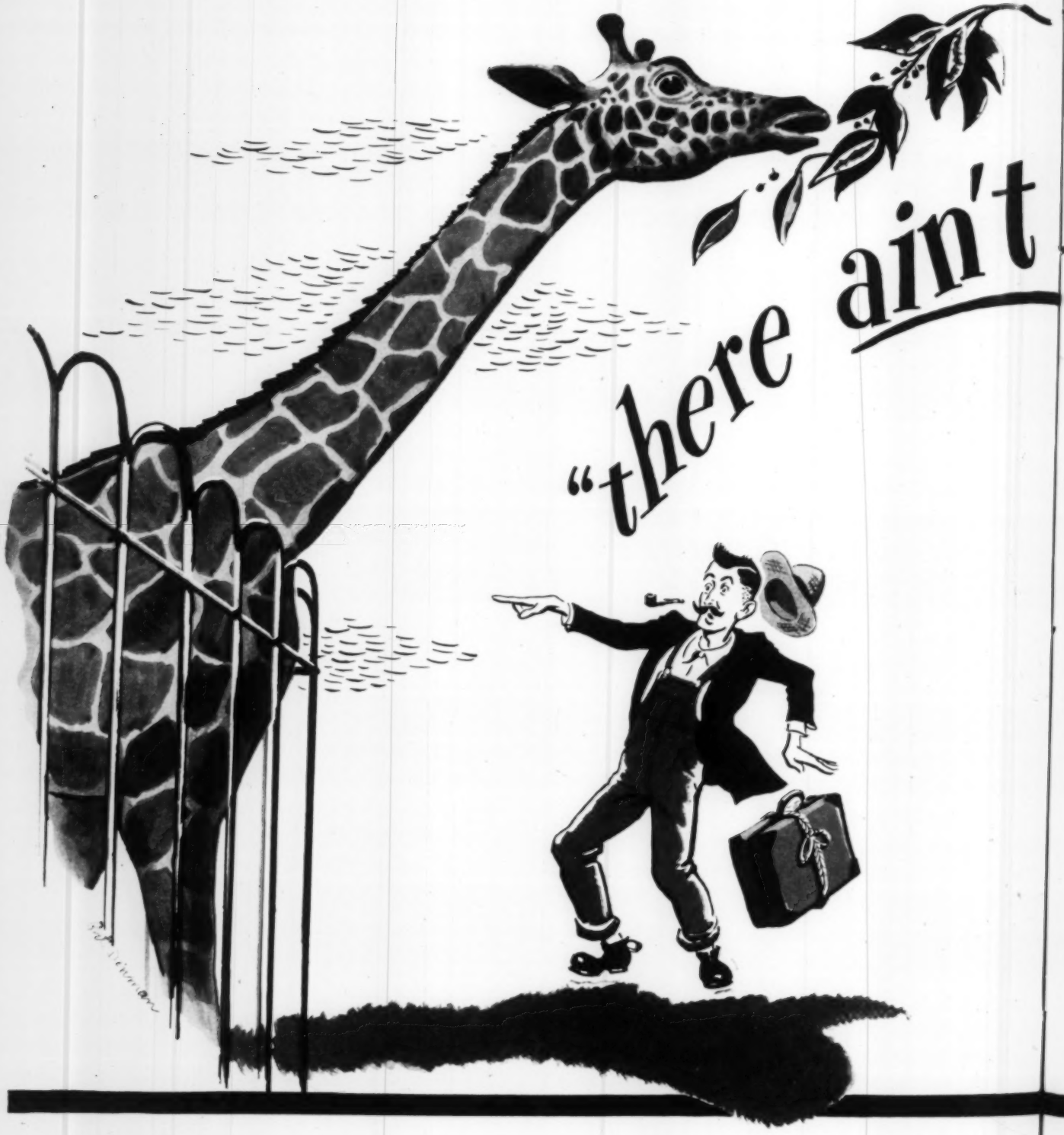
A Clear Channel Station . . .
Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4



HARRY STONE, GEN. MGR. • IRVING WAUGH, COMMERCIAL MGR. • EDWARD PETRY & CO., NAT'L REPRESENTATIVES

XUM

Who says....

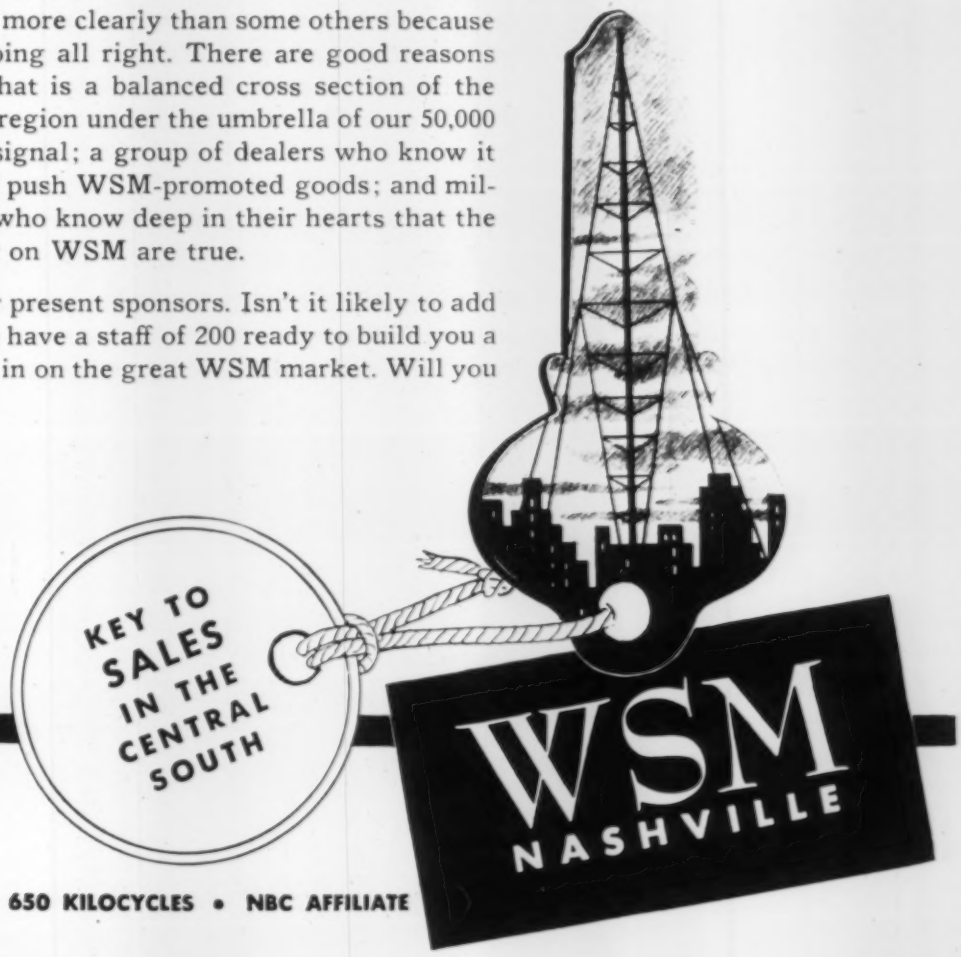
no such animal!"

Practically every one has heard the old story about the farmer who yelled "there ain't no such animal" the first time he saw a giraffe. It just shows how wrong a man can be.

Today there are a lot of people looking right at good business passing by and saying the same thing the farmer said. Yet, right before them are the figures, showing more people working at higher wages than ever before in history . . . and spending what they make, too.

Perhaps we see it more clearly than some others because our sponsors are doing all right. There are good reasons for this: An area that is a balanced cross section of the U.S.; a tremendous region under the umbrella of our 50,000 watt clear-channel signal; a group of dealers who know it pays to display and push WSM-promoted goods; and millions of good folks who know deep in their hearts that the messages they hear on WSM are true.

It adds up for our present sponsors. Isn't it likely to add up for you, too? We have a staff of 200 ready to build you a show that will cash in on the great WSM market. Will you discuss it with us?



TATIVE 50,000 WATTS • CLEAR-CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

XUM

ON THE
WASHINGTON SCREEN

. . . More people watch WMAL-TV Monday thru Friday from 6 to 7:15 p.m. than all other stations combined!

American Research Bureau Survey
(August 8-15, 1949)

	WMAL-TV	Station "A"	Station "B"	Station "C"
6:00 p.m. to 7:00 p.m.	26.9	2.4	1.3	.8
7:00 p.m. to 7:15 p.m.	19.6	6.6	1.0	.9

(Monday thru Friday Average)

FRONTIER THEATER

Monday thru Friday,
6:00 to 7:00 p.m.

Frontier Theater is now the sixth most popular show (network or local) seen in the Nation's Capital! From 6 to 7, eight out of every ten sets in use are tuned to the action-packed Western adventure film—85% of the viewing audience at that hour!

ADVENTURE SERIAL

Monday thru Friday,
7:00 to 7:15 p.m.

Once again (like Frontier Theater) the serial leads the Washington early evening popularity parade with 70% of all viewers at that hour! The Adventure Serial (and Frontier Theater) audience is over 50% adults! ABC Spot Sales has the complete WMAL-TV story!

WMAL | WMAL-TV | WMAL-FM
THE EVENING STAR STATIONS
WASHINGTON, D. C.

Agencies

THOMAS ALLEN, formerly with Al Paul Lefton Inc., Philadelphia, joins Grey Adv., New York, as radio copy writer. Prior to his affiliation with Lefton, he was with Lennen & Mitchell, New York, and Roche, Williams & Cleary, Chicago.

D. BERNARD SIMON elected chairman of board of directors of Richard Ullman Inc., Buffalo, N. Y. ROBERT P. MENDELSON elected executive vice president for agency. Mr. Simon is owner of Music House, Buffalo, retail radio equipment store. After the war, Messrs. Ullman, Simon and Mendelson founded Robert P. Mendelson Productions which has now been absorbed by Richard Ullman Inc.

Mr. Mendelson

JOHN-RAIDER Assoc., New York, announces removal of offices to 232 Madison Ave. Telephone: Lexington 2-2648.

DOROTHY M. PARKER, formerly with Lambert & Feasley, BBDO and J. Walter Thompson, Chicago, joins copy staff of Grey Adv., New York.

SHERMAN SLADE, account executive of Foote, Cone & Belding, Los Angeles, elected vice president of agency. He joined firm in 1943.

HERBERT A. GOLD, formerly president of Gold's Drug Stores and member of executive committee of Affiliated Drug Stores, joins Franklin Bruck Adv. Corp., New York, as merchandising director of package goods accounts.

DON MAY resigns as copy chief of Wank & Wank Advertising, San Francisco, to organize publishing and business service. New firm, to be known as Industrial Sources, will be located in San Francisco.

DANIEL CHARNY, previously with Geare-Marston, Philadelphia, joins copy and contact staff of F. M. Basford Co., New York.

GIL ALZUA, known as GIL LEE while announcing for KOOL Phoenix, Ariz., joins Carlos Montano Adv., same city, as partner. Firm name changes to Carlos Montano-Alzua Agency.

JESSE BUTCHER, for past year assistant manager of KMPC Hollywood, and previously manager of Hollywood office of Kenyon & Eckhardt, appointed business co-ordinator of Irwin-McHugh Adv., Beverly Hills, effective Oct. 1. During war he was national radio director for USO and National War Fund. He also was for many years in charge of radio activities of Catholic Charities of Archdiocese of New York.

ERNEST L. HEITKAMP, formerly with Morris F. Swaney, Chicago, opens offices as advertising counsel at two Chicago locations—135 S. La Salle St. and 53 W. Jackson Blvd.

MAGGY O'FLAHERTY, copywriter with Dancer-Fitzgerald-Sample Inc., Hollywood, joins Wade Adv., Los Angeles, where she will continue writing CBS *Curt Massey Show*. BETTY O'HARA, presently copywriter with Compton Adv., Los Angeles, replaces her at Dancer-Fitzgerald-Sample.

HERBERT LYTTON, formerly with Owen & Chappell as a copywriter, joins Walter Weir Inc., New York.

HENRY HAUPT, BBDO vice president in Chicago, is chairman of public relations committee promoting city's Community Fund.

RALPH WARREN, former director of video version of *Stop the Music* on ABC, joins Young & Rubicam as producer and director of Fred Waring television program. He was with CBS as television director before joining ABC.

J. ROY PETERSEN, former account executive with N. W. Ayer & Son, San Francisco, joins Foote, Cone & Belding, same city, in same capacity.

LAWRENCE DECKINGER, director of research, Biow Co., will speak on "Has TV Come Through—Is Radio All Through? Audio Divided by Video Equals Whatco?" Sept. 28 at radio-TV luncheon session of New York section of American Marketing Assn. at New York's Hotel Shelburne.

LAWRENCE DUNHAM, formerly with Morton Mfg. Co., Virginia, joins Hoefer, Dieterich & Brown Inc., San Francisco, as head of produce development and package design department.

JOSEPH A. LARKIN joins contact department of Earle A. Buckley Organization, Philadelphia.

FORREST BEARD, formerly with Moore-Cline Advertising Service, Spokane, joins Raymond L. Sines & Assoc., San Francisco, as production manager.

Bob Jones, KVOO News Reporter, left, and Bryce Twitty, Administrative Director of Tulsa's Hillcrest Memorial Hospital, visiting with young Polio victim in the Iron Lung flown to Tulsa by National Guard Plane.

Crew of the National Guard Mercy Plane preceding midnight takeoff for Boston to pick up Iron Lung. KVOO Reporter Bob Jones, right, accompanied the crew and kept KVOO listeners informed by telephone interview from Boston.

IT'S RESPONSE THAT *Counts!*

NBC Affiliate

Response from the listener is the best yardstick by which to measure the success of any station. It's *action* on the part of the listener that counts!

KVOO listeners always respond, just as they did on

July 13, 1949, 10:00 P.M.

KVOO news department broadcasts urgent appeal for 3 additional iron lungs to aid local polio victims.

RESPONSE

Additional iron lungs dispatched by two distant hospitals who heard broadcast, and one purchased by local chapter American Women's Voluntary Services! Oklahoma Air National Guard sends mercy plane to Boston to pick up lung purchased by AWVS. Bob Jones, KVOO newscaster goes along and reports by telephone interview to KVOO listeners!

July 28, 1949, 12:00 Noon

KVOO broadcasts second appeal for additional iron lungs.

RESPONSE

Within *five* hours after broadcast four additional iron lungs are obtained! Air National Guard again wings way to Boston to bring back lung purchased by Tulsa Jewish Community Council!

This, in brief, is a story of *response* which came quickly, eagerly from KVOO listeners when a need was made known!

Through the years advertisers have learned, over and over again, that *response* from listeners is quick and at low cost over KVOO, Oklahoma's Greatest Station!

When you want *response*, you want KVOO!

RADIO STATION KVOO

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

Wants Added Copy

EDITOR, BROADCASTING:

We should like to have a copy of the series "Business for Broadcasting" for use in our office—we have personally read all of the articles, but want to be sure that other personnel here have the advantage of reading them also. If need arises, we shall order additional copies.

Incidentally, we think you publish a whale of a good magazine.

(Mrs.) E. W. Kight
Secretary-Treasurer
Kight Advertising
Columbus, Ohio

* * *

Disagrees With McTighe

EDITOR, BROADCASTING:

. . . I think Mr. McTighe of Olmsted & Foley [BROADCASTING, Aug. 29] has ignored a very basic fact—that station rates are based on coverage, as well as the many other factors. . . .

Therefore, any cost consideration that might be used must take into account the number of homes served by each station—unless, of course, the advertiser is concerned only with those who live within the city limits.

Even if we ignore this factor of coverage and accept the data provided by Mr. McTighe, this still is not "a new and valuable technique for timebuyers." Why? Because exactly the same relationships will hold between the various stations regardless of whether the cost-per-one percent share of audience is used, the cost per rating point, or the cost per thousand and there must be other new twists that will give the same result, if the time were taken to dig them out.

Paul R. Benson
Asst. Dir. of Research
MBS, New York

* * *

The Big Blow

EDITOR, BROADCASTING:

Few people living outside of the Southeast hurricane area realize to what extent the broadcaster measures up to the "public interest, convenience and necessity" obligations of his FCC license when a big blow threatens. . . .

Take for example the manner in which WORZ Orlando prepared for the recent hurricane. Within a few hours of the report it would definitely hit Florida the following arrangements were completed.

- Installation of telephone recording circuits.
- Activation of emergency power plant.
- Tuning of all-frequency short-wave monitors.
- Establishment of communication with weather bureaus in Miami, Tampa and Orlando.
- Establishment of Red Cross carrier service.
- Liaison with Naval Base and Air Base.
- Assembling of two complete staffs of 20 persons each for 24 hours duty.

Robert S. Keller, Sales Promotion
Robert S. Keller Inc.
New York

* * *

Ratings and Giveaways

EDITOR, BROADCASTING:

Your editorial in the Aug. 15 issue . . . on . . . ratings (The Rating Season) interested me. . . .

It is generally known that A. C. Nielsen has employed me as a consultant. . . . I don't think you were fair to either Hooper or Neilsen where you mention "a few hundred phone calls" and "a few thousand meters in metropolitan centers." Both are conscientious organizations. . . .

You say there are no standards. Both have high standards. . . . Why blame the giveaway trend on the surveys? It is in the interest of advertisers to see that they get large audiences for their money. They must have audience measurement services, in fact, it was the advertiser who originated the service. And it has been good for the industry. What is wrong with measuring an audience and having facts. . . . No industry ever went backward because of honest research, properly used. . . .

Well informed advertisers and agencies, and all networks, know how to use this information and as long as they can buy shows which "buy" an audience they will do so and keep doing so as long as they pay off. Ratings and cash registers tell the story pretty fast . . .

Yes, survey standards for the industry should be discussed. But setting standards or discussing them has nothing to do with eliminating giveaways. BMB recently set a few standards and the industry with the help of advertisers and agencies worked out a non-profit cooperative setup. And before that we had CAB—remember? A considerable volume of evidence could be developed to suggest that the industry should *not* entrust the audience measurement task to any

(Continued on page 16)

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

The Shortest 2 Hours
in MEMPHIS RADIO

BUDDY DEAN'S
1340 CLUB
3 to 5 p.m.

Now Available — 15 minute segment 3:45 to 4 p.m.

Share of Audience 19.0 **June-July Hooper Audience Index**

WHHM

Independent—but not Aloof
MEMPHIS, TENNESSEE

★ **Patt McDonald, manager**

AIMS — ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS

INDEPENDENT METROPOLITAN SALES, representatives

GENERAL ELECTRIC STATIONS

WGFM
FREQUENCY MODULATION
99.5 MEGACYCLES

WGY
NBC AFFILIATE
50,000 WATTS 810 KC

WRGB
TELEVISION
CHANNEL NO. 4

Schenectady 5, New York
September, 1949

Mr. Tucker Scott
Compton Advertising Inc.
630 Fifth Avenue
New York, 7, N. Y.

Dear Mr. Scott:

At a lawn party a young man of three was being admonished by his mother because of dirty hands. "But..I, " he faltered, "I...washed them just a couple of," and he paused thoughtfully, "a couple of agos."

An apt phrase, we thought, and applicable since it was just a "couple of agos" that we made a study of the working hours of people up in these parts. Here briefly is what we found:

Of the 6426 industrial concerns in the WGY area, a recent survey covering 110 of the larger industries reveals that of the 121,779 workers employed...34.4% go to work at 7:00 a.m., 10.3% at 7:30, 45.3% at 8:00, 8.7% later than 8:30 and 3.1% at other hours. 7% are office workers; 93% factory workers.

For over four years, WGY has been producing CHANTICLEER ...an early bird program for the dawn patrol. The early birds like it. Fact is they sit down and write letters. It's true love, when 1884 people yawn, bat their eyes and pen an epistle to CHANTICLEER..as they did just last week. Last year, 48,518 people wrote us letters; so far this year 36,070(through August 13) have taken the time to write to us.

Here is a program that has an enviable sales record as well as a strong listening audience. Before too many "agos," get in touch with Jim McConnell at NBC Spot Sales...and get the complete story.

Sincerely yours,

R. B. Hanna
STATIONS MANAGER

RBH:ACS

Watch the New WDSU

No Other New Orleans Station Offers Such Outstanding Radio and Television Shows at Such Economical Cost!

"SPOT THE STARS"
Vivacious Neoma Briant blends her own melodic songs into a clever quarter hour musical movie quiz which combines prizes with good merchandising.
(Available for Sponsorship)

"THE FLORAL TRAIL"
Joyce Smith (originally Betty Crocker's voice) presents a flawless 15 minutes of Southern garden information applicable to the New Orleans area. Mail pull—150 letters per program.
(Available for Sponsorship)

See your JOHN BLAIR Man!

5000 WATTS • ABC •

EDGAR B. STERN, JR. President
ROBERT D. SWEZEY Executive Vice-President
LOUIS READ Commercial Manager

New Business

REVERE COPPER & BRASS Inc., New York, starts participations on *Ed and Pegeen Fitzgerald* morning radio program on WJZ New York and evening video show on WJZ-TV New York, also on Kathi Norris morning show on WABD (TV) New York. Pressure cooker and kitchen utensils being advertised in 13-week fall campaign. Agency: St. Georges & Keyes, New York.

OIL HEAT Institute of St. Louis Inc. appoints Oakleigh R. French & Assoc., St. Louis, to develop advertising campaign promoting merits of oil as fuel for home heating. Radio will be used.

BORDEN Co., New York, appoints Kenyon & Eckhardt, same city, to handle advertising for new Elsie comic book. Radio and television will be used.

CHICAGO COAL MERCHANTS Assn. names Gebhardt & Brockson Inc., same city, as agency. Radio will continue to be used.

SWIFT & Co., Chicago, will sponsor special one-time, 15-minute broadcast Oct. 1 to launch its fall "Brookfield Sausage" campaign. Cast of ABC's *Breakfast Club* will be heard on special program at 7:45 to 8 a.m. in all time zones. J. Walter Thompson, Chicago, placed business.

F. M. SCHAEFER BREWING Co., Brooklyn, N. Y., will use 16 video spots per week to introduce their new pale dry beer. Spots will be placed on following New York stations: WCBS-TV WABD WPIX.

DALE CARNEGIE SALES TRAINING COURSES, St. Louis, names Warner, Schulenburg, Todd & Asso. Inc., same city, to handle fall consumer advertising. Association's Vice President **RALPH E. SCHULENBURG** in charge of account. Midwest radio will be used.

KNOX Co., Los Angeles (pharmaceuticals), starts *Mystery Is My Hobby* on five Don Lee stations, Tuesday, 8:30-9:00 p.m. PST. Stations are KHJ Los Angeles; KFRC San Francisco; KGB San Diego; KPOJ Portland, Ore.; KVI Seattle. Agency: Allen C. Smith Adv., Kansas City, Mo.

FOOTE, CONE & BELDING International appoints Inter-Americana de Publicidade S. A. as its exclusive representative in Brazil. **FERNANDO RINCON-GALLARDO**, currently in Rio de Janeiro, has been named FC&B International regional director in charge of coordinating agency operations under the new set-up.

Network Accounts • • •

WILDROOT Co., Buffalo, N. Y., through its agency BBDO, New York, will sponsor 10:15-10:30 EST segment of *Arthur Godfrey Time* on CBS, effective Sept. 27 on alternating weeks, two days one week and three the next. Wildroot Liquid Cream Shampoo and other Wildroot Hair products will be promoted on program.

BELL & HOWELL, Chicago camera and photographic equipment manufacturer, renews *Action Autographs* on ABC-TV. Program, telecast Sunday, 6:30-6:45 p.m., is placed through McCann-Erickson, Chicago.

STANDARD OIL Co. of California (Chevron dealer) renews *Let George Do It* for 52 weeks on full Don Lee Network. Agency: BBDO, San Francisco.

GILLETTE SAFETY RAZOR Co. has started sponsorship for fifth consecutive year of regular Friday evening bouts at Madison Square Garden, over ABC. Opener, Kid Gavilan-Rocky Castellani tiff, was listed as one of Gillette's *Cavalcade of Sports* series for which separate contracts are drawn with various networks.

STERLING DRUG Inc., Windsor, Ont. (Bayer Aspirin, Phillip's Milk of Magnesia), Sept. 25 changes *Album of Familiar Music* from Trans-Canada to 37 Dominion Network stations, Sun. 9:30-10 p.m. Agency: Dancer-Fitzgerald-Sample, Chicago.

Adpeople • • •

WILLIAM B. DUGAN, formerly western merchandising manager for BBDO, San Francisco, joins Western Beet Sugar Producers Inc. in same capacity.

GAIL SMITH, head of nighttime radio for Procter & Gamble, arrives in Hollywood at end of month for several days conferences.

AMONG OLD-FASHIONED ideas you still hear is the story that just one network reaches most Coast towns outside big cities. It's as outdated as this iron horse would be in San Bernardino, the California rail center where 61%* of the radio families are ABC fans.

BEHIND THE WHEEL of this convertible you'd be no more behind the times than those who believe only one network covers *all* Coast markets. ABC's 22 stations deliver big audiences in scores of industrial centers like Santa Ana where 66%* of the radio homes tune us in.

CARGO CARRIERS like this are almost as hard to find in Coast farming communities as folks who don't listen to ABC. In Chelan County, Washington, for instance, 84%* of the radio families listen regularly to the same big-time programs that capture big-city audiences, for ABC, too.

On the coast you can't get away from ABC

FOR COVERAGE... ABC's booming Pacific network delivers 228,000 watts of power—49,250 more than the second-place network. This power spells coverage—ABC primary service area (BMB 50% or better) covers 96.7% of *all* Pacific Coast radio homes. And ABC's Coast Hooper for 1948 was up 9% or better both day and night.

FOR COST...a half hour on ABC's full 22-station Pacific network costs only $1,228.50. Yet you can buy as few as 5 stations for testing or concentration. And ABC is famous for the kind of audience-building promotion that helps slice the cost-per-listener.

Whether you're on a coast network or intend to be—talk to ABC

*BMB FIGURES

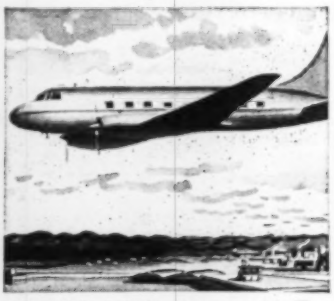
ABC PACIFIC NETWORK

NEW YORK: 7 West 66th St. • TRafalgar 7-7000—DETROIT: 1700 Stroh Bldg. • CHerry 8321—CHICAGO: 20 N. Wacker Dr. DElaware 1900—LOS ANGELES: 6363 Sunset Blvd. • HUdson 2-3141—SAN FRANCISCO: 155 Montgomery St. • EXbrook 2-6544

How SPEED helped catch "bugs" in the lacquer

Final finish on pianos mysteriously going "sour." Production halted. Lab needed X-ray diffraction camera to identify impurity. At 9 A.M., 10-lb. camera Air Expressed from 1100 miles away, delivered 4 P.M. *same day.* Cost, only $3.58. Company uses Air Express as routine method to get supplies fast, keep inventory low.

That low $3.58 figure was total cost for Air Express and included door-to-door service. That makes the world's fastest shipping method exceptionally convenient, complete, and easy to use.



Scheduled Airlines carry Air Express shipments on every flight. Speeds up to 5 miles a minute! Direct by air to 1300 cities; air-rail for 22,000 off-airline offices. Serves many foreign countries, too.

Facts on low Air Express rates

Package of blueprints (4 lbs.) goes 800 miles for $1.54.
Special tools (21 lbs.) go 600 miles for $3.87.
(Every kind of business finds Air Express pays.)

Only Air Express gives you all these advantages: Special pick-up and delivery *at no extra cost. You get a receipt for every shipment* and delivery is proved by signature of consignee. One-carrier responsibility. Assured protection, too — valuation coverage up to $50 without extra charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railway Express Agency. And specify "Air Express delivery" on orders.

SPECIFY AIR EXPRESS
AIR EXPRESS GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE
SCHEDULED AIRLINES OF THE U. S.

Open Mike

(Continued from page 12)

cooperative non-profit organization. Anyone who really believes in free enterprise and who has studied the history of CAB and the BMB dilemma should not find it too difficult to agree with this. . . . I agree with a lot of your editorial, but can't see the connection with the rating services and the need to ask the good Judge to settle it and lead the boys to new rating heights. . . .

Edgar Kobak
Consultant
341 Park Ave., New York

* * *

DuMont Corrects

EDITOR, BROADCASTING:

I am in receipt of the following communications from Mr. Julian Armstrong of the DuMont Television Network:

"Dr. DuMont has forwarded to me your letter of Aug. 11, 1949, in which you have taken exception to an article on page 46 of the Aug. 8, 1949, issue of BROADCASTING, in which we have compared the cost of television advertising per a thousand viewers with the cost of newspaper advertising per a thousand circulation.

"You are correct in your objection. The *Sunpapers* are somewhat unique in having both a morning and evening and a single rate covering both papers. Therefore, instead of comparing the cost per page on this 75¢ flat rate over two newspapers, we have done it only on the circulation of the evening edition.

"We have already made the correction in our selling material, and I am sending a copy of this letter to Mr. Sol Taishoff of BROADCASTING.

"It is not good to have this sort of an error. We have re-checked this particular study for the purpose of determining whether there are any other errors and, fortunately, this is the only error.

"We appreciate your calling this to our attention, and we can assure you that we will be doubly certain that we don't make this type of an error again."

E. K. Jett
Dir. of Radio
WMAR Baltimore

* * *

They Helped Too

EDITOR, BROADCASTING:

. . . I have just read your report in your Sept. 5 issue on radio coverage of the Sept. 26 Florida hurricane. . . .

. . . All credit to WIOD and WGBS for the fine work they did in the public service. But why not mention the just-as-important service performed by WKAT, WMBM, WWPD, WTTT, WFEC, WVCG, WINZ, WMIE, WLRD, and WQAM?

Your piece mentioned that WIOD and WGBS were on the air continuously for 42 and 56 hours respectively. . . . WQAM was on for 76 hours. . . .

I can't speak for the other Greater Miami stations, but I'm sure they performed just as effectively to the limit of their capabilities.

John T. Bills
News Director
WQAM Miami

* * *

Confused Quip

EDITOR, BROADCASTING:

In your Aug. 29 edition on page 65 there is a clever cartoon . . . of the . . . place with television antenna on roof and the guest remarking that he does not care for television etc., etc. . . .

I have recently made a poll . . . of some of the leading cocktail bars in this area and the cartoon is just in reverse of the true situation. It should read and I quote "I don't care to eat but understand you have a good television set!"

E.R. Rood
Los Angeles, Calif.

* * *

'No Other Compares'

EDITOR, BROADCASTING:

. . . No other magazine compares with BROADCASTING. I have been reading it for years, and can take the information to be completely correct. I have been actively in commercial radio for three and one-half years, and have served as program director, continuity editor, chief engineer, and promotion manager.

Richard C. Corner
KUVY Norman, Okla.
U. of Oklahoma

AL KOEHLER (l), KSTP Minneapolis account executive, is congratulated by Harlan Johnson, president of Minneapolis Assn. of Manufacturers Representatives, for finishing in low net of 72, at AMR 14th annual field day at Minneapolis Country Club, to win the AMR golf trophy for 1949.

Memo to Editors

HERE'S HOW AMERICA PUTS COAL TO WORK

Speak of coal's use to most Americans and they're apt to think of home heat.

But as the chart below shows, coal's home heating markets, supplied through local dealers, accounted for less than one-fifth of the bituminous coal consumed last year.

Coal's biggest utilizer was general industry. Right behind came producers of coke, gas and chemicals. And then the railroads —where consumption by line haul locomotives on Class I roads still amounted to more than 60% of all locomotive fuels used.

Together, these three consumer groups are presently taking well over 50% of all the bituminous coal used in the United States.

The electric power industry is another big customer and it will buy over 100,000,000 tons by conservative estimate, as more and more new coal-burning steam generating plants go to work.

USES OF BITUMINOUS COAL IN 1948

GENERAL INDUSTRIALS	118,723,000 tons	22.6%
COKE, GAS & CHEMICALS	108,196,000 tons	20.4%
RAILROADS (ALL USES)	99,000,000 tons	18.6%
ELECTRIC POWER UTILITIES	95,686,000 tons	18.0%
RETAIL DEALER DELIVERIES	89,747,000 tons	16.9%
STEEL & ROLLING MILLS	10,046,000 tons	1.9%
CEMENT MILLS	8,545,000 tons	1.6%
U. S. TOTAL	531,000,000 tons	100.0%

BITUMINOUS COAL INSTITUTE

A Department of NATIONAL COAL ASSOCIATION

Southern Building, Washington 5, D. C.

BITUMINOUS COAL . . . LIGHTS THE WAY . . . FUELS THE FIRES . . . POWERS THE PROGRESS OF AMERICA

THESE
5 Stations
Build Sales
for You . . .

WORK
York, Pa.
Established 1932

WGAL
Lancaster, Pa.
Established 1922

WRAW
Reading, Pa.
Established 1922

WKBO
Harrisburg, Pa.
Established 1922

WEST
Easton, Pa.
Established 1936

REPRESENTED BY ROBERT
MEEKER
ASSOCIATES
New York • Chicago
San Francisco • Los Angeles

NBC AFFILIATES
STEINMAN STATIONS

Feature of the Week

Seated (l to r): General Manager Walter H. Goan, WAYS; F. S. Barnes, Liggett adv. manager.; standing, WAYS Sales Mgr. J. H. Gainey Jr., Liggett News Reporter Frank Hubbs, E. E. Gardner and C. F. Falkenhainer of Liggett.

* * *

OFFICIALS of WAYS Charlotte, N. C., ABC affiliate, are congratulating themselves—and receiving plaudits, too.

Last month, the Liggett Drug Co. held a three-day grand opening for its new drug store and shopping center in Charlotte.

During the opening, WAYS originated all its live shows direct from a specially built studio in the center of the store. Programs included three quarter-hour shows bought by the Liggett Co. for the opening.

Liggett officials declared the WAYS promotion a great success and attributed the opening's success to the radio coverage which brought more than 100,000 people people into the store.

In further recognition of WAYS' pulling power, the drug concern contracted for 52 weeks of spot announcements and a quarter-hour morning news show.

On All Accounts

FROM shadow to substance was a 12 month trip for Everard Wilson Meade, newly appointed vice president and director of radio and television for Young & Rubicam, New York.

Starting his career in 1933 at Benton & Bowles as ghost-writer of a column under the by-line of Fred Allen, Mr. Meade shed his literary ectoplasm a year later to materialize at Young & Rubicam as a radio writer, working such shows as the Jack Benny program, the Charlie Butterworth show and the Packard program with Fred Astaire.

In 1936 he became assistant producer on the Benny program, and a year later took over full productional chores on the *Burns & Allen Show*.

Departing Y&R he joined Ruthrauff & Ryan to produce the *Al Jolson Show*, *Court of Missing Heirs*, Dick Powell program, the Lanny Ross show, Walter O'Keefe and Milton Berle show.

There his reputation attracted George Washington Hill of the American Tobacco Co. Mr. Meade joined ATC as radio executive for Lucky Strike. In that capacity he worked with Pat Weaver, then advertising manager for the firm, and the two entered into a close personal and professional relationship that was to assert itself later.

In 1943, Mr. Meade joined the Navy as a lieutenant in Air Combat Intelligence. Upon his return—three years later—to American Tobacco, he was assigned to the company's London office for a six month period. Meanwhile, Pat Weaver had returned to Young & Rubicam as head of radio and television. In May 1948, Mr. Meade joined him there as vice president and manager of the department. A few months ago when Mr. Weaver joined NBC, Mr. Meade succeeded him as head of the department.

EVERARD

Mr. Meade was born on Jan. 2, 1910, in Pohick, Va. and was educated at the U. of Virginia, majoring in Latin and English. He is married to the former Virginia Walker. They have one daughter, Betty, 11. The family live in Gramercy Park, New York City.

Mr. Meade is a member of the Union Club, Farmington Country Club and the Keswick Club.

Stretch
YOUR RADIO
Nickels
IN
HOUSTON

ON STATION K-NUZ 5c BUYS
25 SETS IN USE
ON NETWORK STATION "A" 5c BUYS
16 SETS IN USE
ON NETWORK STATION "B" 5c BUYS
8 SETS IN USE
ON NETWORK STATION "C" 5c BUYS
9 SETS IN USE
ON NETWORK STATION "D" 5c BUYS
14 SETS IN USE

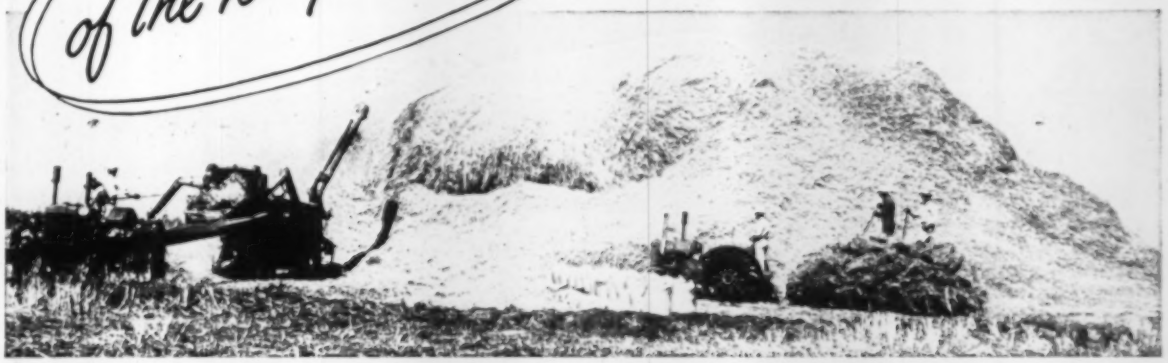
This survey was compiled from the average June-July, 1949 Hooper Share of Audience Report, and is based on Standard Rate and Data Service's market research for Harris and immediately surrounding counties within five millivolt contour.

Of course, you'll want to buy many nickels worth of Houston's best radio value—K-NUZ—the station that is bringing scores of radio advertisers more results per dollar spent than any other Houston radio station—the station that can bring you just such satisfactory results. For availabilities and complete details call, write or wire Dave Morris, KNUZ general manager, or Forjoe national representatives.

k-nuz
(KAY-NEWS)
9th Floor Scanlan Bldg.
Houston, Texas

3 Beauties of the Deep South

1. ALBANIA PLANTATION, Jeanerette, La. Built in 1842 by Charles Grevemberg. Since 1910, Albania's 1,100 acres of sugar cane and this beautifully preserved mansion have been owned and maintained by the City of New Orleans.



2. RICE THRESHING near Kaplan, Louisiana. This rich, farm area leads the nation in rice production. High yields and wide crop diversification are other important reasons why WWL-land exceeds the national average in increased income, increased buying power, and general prosperity.

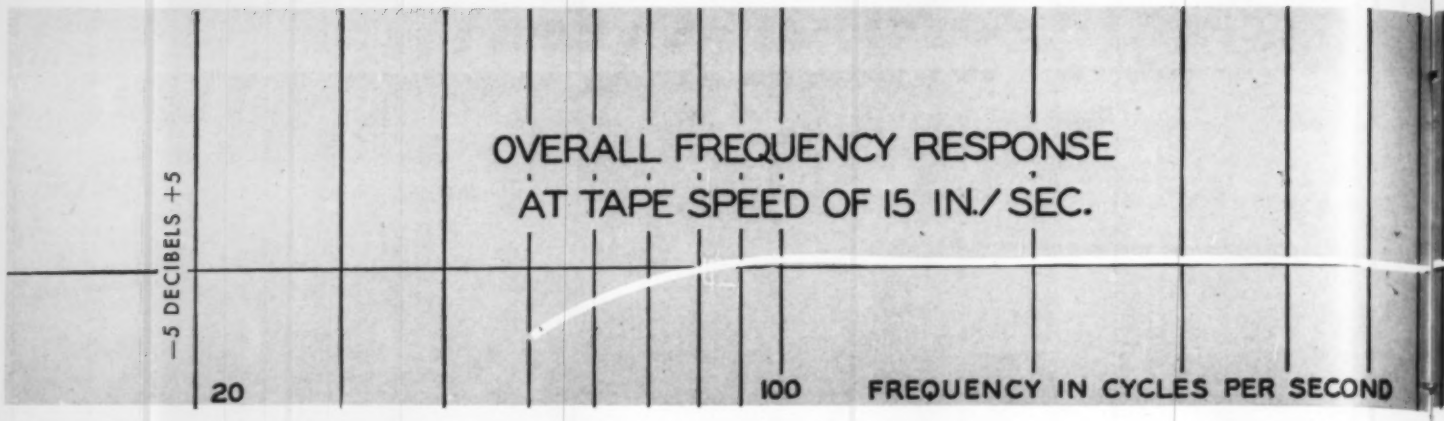
The greatest selling power in the South's greatest city

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

3. WWL'S COVERAGE OF THE DEEP SOUTH 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

BMB Maps of WWL-coverage and other data available from the Katz Agency, Inc., our National Representatives.



3 RCA PROFESSIONAL

Rack-mounted RCA Tape Recorders in action at NBC, Chicago

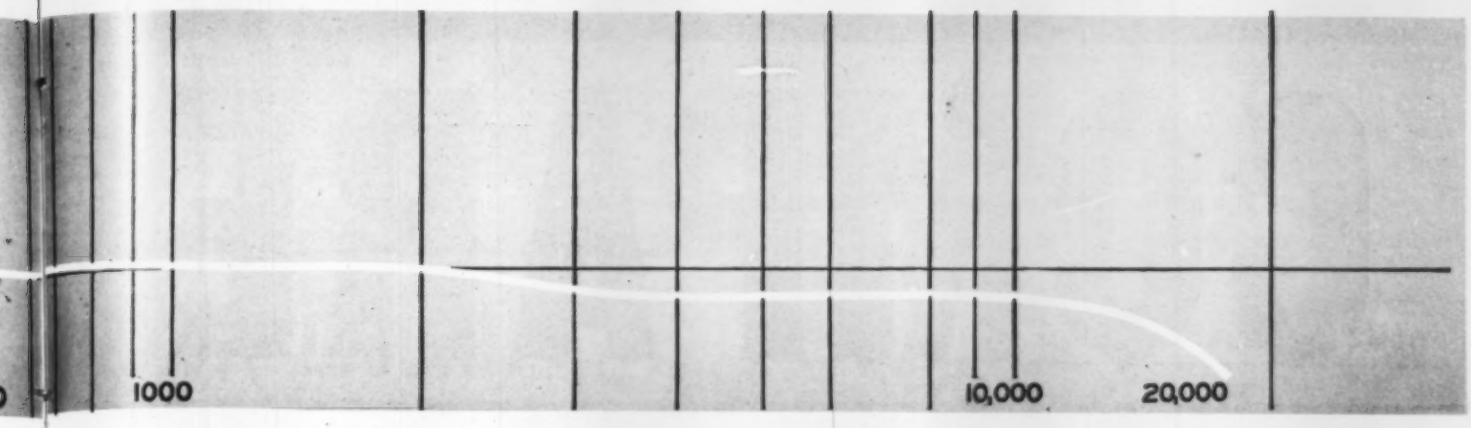
Rack-mounted RCA Tape Recorders (Type RT-5) are well-suited for control rooms and recording laboratories—lend themselves well to system layouts where more elaborate recording jobs are required. You load the tape and cue at the rack. You start the recorder by a switch at the control desk.

FREE—new booklet about RCA's revolutionary new Tape Recorder. Curves, illustrations—complete descriptions of recorder set-ups. Write Dept. 19-IB, RCA Engineering Products, Camden, New Jersey.

DESK-MOUNTED— Type RT-4A

The RCA Tape Recorder i desk-type console. Recorde and amplifier are "built-in" for maximum operating con venience. Plenty of desk-top space. Extra room below fo additional amplifiers. A hand some and thoroughly depend able control-room recorder t install beside your studio con solette or turntables.

XUM



TAPE RECORDERS!

THREE OF THE finest heavy-duty tape recorders in broadcasting—at prices under any comparable type in the high-fidelity class!

Taking only three or four seconds to thread . . . and requiring no complex over-and-under threading or "doubling back" of the tape . . . RCA recorders are so simple to operate that anybody can run one. Vertical reel-mounting makes them easy to handle without bending or leaning over the instrument. Sturdy, two-sided reels reduce danger from unreeling the tape or snarling. There is only one driving motor—and only one 3-unit head, that plugs in and out without need for tools.

At the flip of a switch, you can run off high-fidelity recording or playback for 33 minutes—with response at 15 kc. Or 66 minutes of it with response at 7.5 kc, whichever you choose. Frequency compensation is automatic for either tape speed position. Tape tension is held so carefully that front-panel "speed-change" switching from *fast-forward* to *fast-reverse* is done instantly . . . without damage to the tape. Feather-weight tape tension also insures playback timing to ±0.2 per cent at both speeds (you can edit recordings precisely—with minimum tape stretch). Automatic tape "lift-off" eliminates head wear during rewinds. A separate recording and playback amplifier *enables you to monitor the tape and record programs simultaneously*—your assurance that important programs are actually on the tape.

Designed by men who live with the business, these RCA units meet the needs for a foolproof instrument capable of recording true-to-life shows in the field and in the control room. Frequency response is essentially flat from 30 to 15,000 cps—at a tape speed of 15 inches per second. Signal-to-noise ratio is 55 db on the console and rack models—and 50 db on the portable model. "Wow" and flutter is less than 0.2 per cent at 15 inches per second—and less than 0.3 per cent at 7½ inches per second. With the standard VU meter (large-size) you can read recording and output levels, plate currents, bias, and erase voltages —*directly*.

More than a hundred of the new RCA Professional Tape Recorders are already in commercial service. Ask any network, independent station, or transcription studio how they like them. Your RCA Broadcast Sales Engineer has the facts. Call him. Or write Dept. 19-IB, RCA Engineering Products, Camden, N. J.

BROADCAST EQUIPMENT

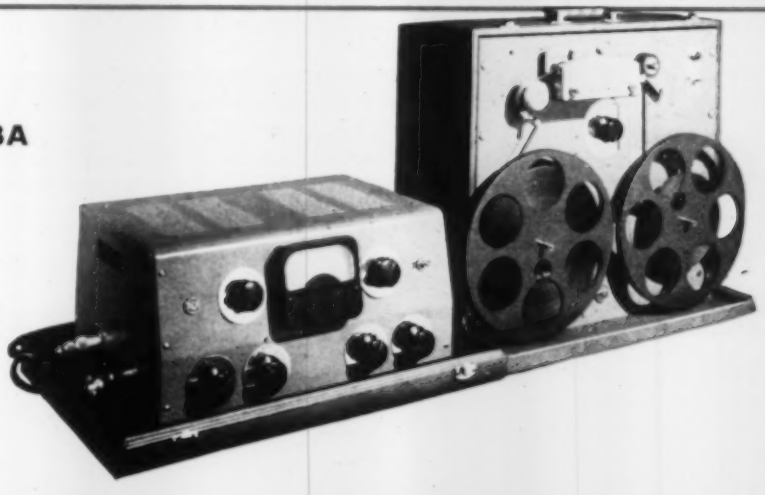
RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

PORTABLE—Type RT-3A

The ideal recorder for high-quality "remotes," studios, or control rooms. The recorder is carried in one case. The amplifier is carried in another case. Amplifier input is arranged for standard microphone (cannon receptacle provided), or bridging of 600-ohm line (terminals). Playback amplifier is designed to feed standard 600-ohm lines and headphone jack.



COMPARE

COST PER THOUSAND **FAMILIES** FOR SPOT ANNOUNCEMENTS ON ALL CLEVELAND REGIONAL NETWORK STATIONS

TIME	WHK	NET B	NET C
7:00 - 9:00 AM	$0.25	$0.49	$0.36
9:00 - 10:00 AM	.33	.99	.72
10:00 - 12:00 NOON	.50	.99	.72
12:00 - 4:30 PM	.33	.99	.72
4:30 - 6:00 PM	.50	.99	.72
6:00 - 6:30 PM	.75	1.48	1.42
6:30 - 7:00 PM	.75	1.98	1.42
7:00 - 9:00 PM	1.00	1.98	1.42
NIGHT TIME COVERAGE			
9:00 - 10:30 PM	1.67	2.69	2.25
10:30 - 11:00 PM	.84	2.02	1.13
11:00 - 11:15 PM	.42	1.35	1.13
11:15 - 12:00 PM	.42	.67	1.13

(Calculations based on a rating of 5.0 for all stations for purposes of comparison)

HOMES IN PRIMARY AREA (DAYTIME)*

WHK	842,800
NET B	759,500
NET C	623,500

* *Based on coverage patterns on file with FCC and BMB radio families 1946*

ASK YOUR RAYMER REP FOR THE COMPLETE STORY . . . . . .

WHK

The Paul H. Raymer Co.
National Representative

BROADCASTING
TELECASTING

Vol. 37, No. 12 WASHINGTON, D. C., SEPTEMBER 19, 1949 $7.00 A YEAR—25¢ A COPY

NARBA DISUNITY

Cuba Proposes Clear Channel Breakdown

CUBA tossed the expected bomb into the third NARBA conference at Montreal Thursday by calling for the breakdown of clear channels. The conference had opened quietly last Tuesday with the usual expressions of good will.

In a reply to the U. S. proposals submitted to Canada last May, the Cuban delegation urged that all clear channels be changed to national channels. On such channels each country would have unrestricted rights, within certain limits.

This means that Cuba wants 1A channels, for day and night operation, protected only to a contour of 350 miles within the border of its own country, assuming there is a signal of 1 mv/m.

Such a change, if adopted, would completely upset the clear channel situation in this country, according to industry engineers. The service area of clears would be hemmed in, with large areas deprived of basic broadcast service, it was explained.

Cuba's proposals went even further. The Latin nation proposed to cut the lower power limit for Class 3 stations from 500 w to 250 w. Cuba now has a number of 250 w stations on regional channels, bearing Class 4 designations. Under NARBA those stations would become Class 3 and would have to be protected.

Purpose of Proposal

The Cuban proposal was regarded in some quarters as a feint and it was thought its real objective is to get unrestricted use of clear channels on its tight little island with low power, making possible saturation coverage by ground wave.

Abolition of the North American Broadcast Engineering Committee as a violation of its sovereign rights is proposed by Cuba. This committee met two years ago at Havana, laying extensive technical groundwork which had been designed to simplify the NARBA proceedings at Montreal.

Another Cuban proposal that disturbed U. S. delegates and observers at Montreal was opposition to frequency tolerance standards, such as a 20 cycle hum, and to any requirement about modulation monitoring. Without frequency tolerance standards, stations everywhere will be plagued by heterodyne squeals, according to engineers.

Delegates from all the North American nations represented at the conference were startled by Cuba's disclosure that since the interim NARBA pact expired in March it has been notifying the Berne bureau of allocation changes on the island. Particularly upsetting was the revelation that Cuba desired these assignments incorporated in the new NARBA.

By this action, Cuba presented a fait accompli to the conference, it was declared.

Another Cuban proposal is to set up Class 2 stations under NARBA and require that they be listed in an appendix, thus preventing assignment of any new Class 2 stations.

Delegates and observers at the Windsor Hotel in Montreal were obviously disturbed by the Cuban demands, though they had been prepared for something of the sort. Just a week before, FCC Comr. George E. Sterling and U.S. Ambassador Albert F. Nufer had taken a flying goodwill trip to Havana [BROADCASTING, Sept. 12]. It was understood their main mission had been to ask Cuban intercession with Mexico, which is represented at Montreal merely by an observer.

Cuba's proposal included elimination of synchronization of stations and satellites. It has not accepted the U. S. proposed latitude and skywave curves.

Canada's proposal provided for retention of 540 kc and the IA classification. It continued the request for 50 w Class 5 stations to supplement a station's or network's service area. Canada suggested a 2-1 adjacent channel ratio instead of the U. S. 1-1 practice. The Bahaman proposal calls for the status quo.

FMA Suggestion

The Washington headquarters of FM Assn. got into the NARBA fray Friday by suggesting that FM is "the logical answer to the problem now confronting the NARBA conference of finding enough radio channels to accommodate 2,500 stations without interfering with one another."

Inter-station interference has reached the point of seriously hampering any further expansion

(Continued on page 35)

PETRY EXPANDS

Plans $250,000 More Yearly

By BRUCE ROBERTSON

EXPANSION PLANS of Edward Petry & Co., calling for an outlay of about $250,000 more a year, were outlined Wednesday by Edward Petry, president, at a meeting of some 35 top executives of stations represented by the Petry organization.

Meeting at Mr. Petry's invitation at New York's Waldorf-Astoria Hotel, the station men learned:

(1) That their representative firm is establishing a television department which will operate independently from and competitively with the company's radio sales force;

(2) That Hanque Ringgold, a 16-year Petry veteran, has been named eastern sales manager of the company;

(3) That the radio sales staff is being enlarged to permit each salesman to do a more creative and effective selling job;

(4) That an expanded sales promotion staff will be able to help Petry stations in the preparation of their individual promotion material and to provide ammunition for the development of new sales campaigns designed to produce a greater use of spot radio, as well as fulfill its normal sales service function;

(5) That Petry & Co. will take over the tower floor of the building now going up at 488 Madison Ave., New York, increasing its present space by 50%, as soon as the building is completed.

At last week's conference (l to r): Messrs. Kiggins, Petry and Ringgold.

Discussing the court battle between himself and Henry Christal, secretary and treasurer of the company since its inception, Mr. Petry chided the station men for their "undue concern about an internal problem of our organization, far removed from sales." He noted that "differences between Hank Christal and myself have existed for years [but] never affected sales," and continued:

"If differences between Hank and myself didn't prevent sound selling efforts by the Petry organization

(Continued on page 24)

XUM

AT the Petry meeting (l to r): Gordon Gray and Benedict Gimbel Jr. of WIP Philadelphia; Linus Travers of Yankee Network; Gerald Harrison, WMAS Springfield, Mass.; Edward Voynow, Edward Petry Co., and Tom O'Neil of Yankee Network.

PETRY conference also was attended by these executives (l to r): Stanley E. Hubbard, KSTP St. Paul-Minneapolis; O. W. Fisher, KOMO Seattle; John Outler, WSB Atlanta; Campbell Arnoux and John New, both WTAR Norfolk, Va.

EXCHANGING views at the Petry meeting (l to r): Thomas A. Brooks, WBAL Baltimore; Harvey Wixon, KGA Spokane, and Leslie Peard, also WBAL.

* * *

THIS quartet includes (l to r): C. K. Beaver, KTBS Shreveport, La.; James Moroney, WFAA Dallas; William B. Way, KVOO Tulsa, and G. E. Zimmerman, KARK Little Rock, Ark.

* * *

TABLE discussion in New York includes Victor A. Sholis, WHAS Louisville; Edward Petry, and Hugh A. L. Halff of WOAI San Antonio. Nearly two-score executives attended session.

* * *

Petry Expands

(Continued from page 23)

throughout those years, there is no reason for you station men to feel that these differences bring about a particularly critical situation at this moment. . . . I do not view these internal differences lightly. But, at least they are no longer something that can go on and on and on. They are in the hands of the court and out of our hands and we have assurances that we will soon have a final decision from the highest court of New York State, settling this matter once and for all."

(Suit was brought by Mr. Christal in the New York Supreme Court to restrain Mr. Petry from appointing more members to the company's board, upsetting the two and two balance which Mr. Christal claimed had been orally agreed upon at the time of that company's formation. Mr. Petry appealed from the court's decision favoring Mr. Christal and the appellate division of the New York Supreme Court reversed the former ruling. Mr. Christal's appeal from this reversal is now pending before the New York Court of Appeals [BROADCASTING, July 4, 11].)

* * *

Mr. CHRISTAL

To clear up "rumors and gossip," about cancellations resulting from the internal dispute, Mr. Petry stated that only six AM stations have given notice of cancellation, that the first one, if it is not withdrawn, does not become effective until next June, and that all letters of cancellation contained "the friendliest assurances that they were only technical in nature in order to protect legal rights and that it was the intention of the stations to stay with the Petry Co. provided the company continued to do the job that it had done in the past."

He also announced that the company had tightened its station list, dropping three Yankee Network stations by agreement with Yankee to concentrate on representing that regional network and its major stations in Boston, Providence and Bridgeport; dropping WSAU Wausau, Wis., Oct. 1 by agreement with the *Milwaukee Journal*, and also dropping WLLH Lowell, Mass. Since the meeting, Yankee has announced the reappointment of the Petry firm for a long-term contract. WWVA Wheeling has withdrawn its proposed cancellation and WSM Nashville, whose contract expires Oct. 1, has assured the Petry Co. it will be renamed, it was learned.

After Mr. Petry had explained his firm's expansion plans to the station executives, the group asked the three Petry officials—Messrs. Petry and Christal, and Edward Voynow, Chicago manager — to withdraw while the station men conferred among themselves. Subsequently, they returned for a question and answer session which was followed by another meeting of station men only. At the conclusion of this session, the station group unanimously adopted the following resolution:

"The stations represented by the Edward Petry & Co. Inc., at a meeting held in New York at the invitation of the company's board of directors, having listened with interest to the company's plans for the separation of AM and TV sales efforts and the company's expansion of its facilities and personnel, and for additional plans to make the Edward Petry Co. an even more

(Continued on page 34)

CBS SHIFTS

Top Promotion Personnel In Realignment

FOLLOWING the resignation from CBS of Victor M. Ratner, vice president in charge of advertising and sales promotion [BROADCASTING, Sept. 12], the network last week instituted a realignment of the department.

Louis Hausman, director of sales promotion and advertising, took over the office and many of the duties of Mr. Ratner, who will leave officially Nov. 2 for his new post as a vice president at Macy's New York. As before, Mr. Hausman will also continue to direct the department.

At the same time, Mr. Hausman announced the appointment of John Cowden as next in line under him. Mr. Cowden will have the title of general manager of CBS sales promotion and advertising department.

Mr. Cowden moved into his new position from his post as director of Columbia-owned stations promotion. Taking his place as director will be Thomas Means, who has been Mr. Cowden's assistant.

Still another change in the department was the resignation effective Jan. 1 of Neal Hathaway, manager of program promotion. Mr. Hathaway's assistant, Charles Oppenheim, will fill the vacancy, it was said.

* * *

Mr. Hausman (c) confers with Messrs. Cowden (l) and Means.

GIVEAWAY SETBACKS

May Determine FCC Renewal Strategy

WITH ONE temporary restraining order already issued against its giveaway ban and facing the prospect of another one this week, FCC is slated to sit down shortly and chart the procedure it will take with license renewal applications — hundreds of them—pending final adjudication of the issue.

Officials said this review may be made following the hearing slated in U. S. District Court in New York today (Monday) to determine whether three of the four major networks—ABC, CBS, and NBC —should be granted an order restraining FCC from enforcing its giveaway rules until after determination of their motion for a preliminary injunction. A similar order was granted in Chicago last Tuesday on motion of Radio Features Inc., programming adjunct of Schwimmer & Scott, Chicago agency.

The decision which FCC reaches with regard to its own course will depend, authorities said, upon the outcome of the New York hearing, also taking into consideration the order already issued in Chicago. They said it conceivably could include a voluntary suspension of its giveaway rules by the Commission, though observers considered this course unlikely in view of FCC's refusal of the networks' request for a stipulated suspension a week earlier [BROADCASTING, Sept. 12].

Procedure Not Set

No firm decision has been made, spokesmen said as to the procedure to be followed with license renewals coming due while the legality of the giveaway rules is in question. Approximately 230 AM licenses expire Nov. 1—a month after the Oct. 1 date on which FCC had planned to put its rules into effect. A sizeable number of these stations presumably carry giveaway programs of the networks or of others. [See Editorial, Page 44].

There was speculation that in such cases the Commission might merely grant temporary extensions pending the courts' decision, but such a move seemed certain to be opposed by broadcasters on business grounds, particularly since a year or more may elapse before adjudication is final. Broadcasters contended regular renewals should be issued.

Today's New York hearing will be before Judge Simon H. Rifkind, who signed an order last Thursday calling upon FCC and the U. S. Government to show cause why they should not be restrained from enforcing the giveaway ban until the three networks' motion for a preliminary injunction is decided.

The networks took the legal step despite the fact that Judge Michael Igoe, in Federal District Court in Chicago, already had issued a temporary restraining order in a similar situation. A spokesmen said the networks took this step for two reasons: first, to protect their rights generally, and second, because the Chicago action embraced only AM and FM, not television.

Like the action in Chicago, the New York motion will, if granted, be effective until the motion for a preliminary injunction can be heard by a special three-man statutory court which has yet to be appointed. In the Chicago case this hearing is now slated for Oct. 7. No date has been set for hearing the case on its merits.

Meanwhile it was learned that Louis G. Cowan, whose packaging firm (*Stop The Music, Hollywood Calling, etc.*) has been in the forefront of giveaway programming, will probably join the networks in their legal proceedings in New York. His attorneys late last week were said to be working on legal details incident to joining the action.

In the Chicago case last week, acting on the motion of Radio Features Inc., Judge Igoe found that "unless a temporary restraining order is issued until the hearing and determination on plaintiff's application for an interlocutory injunction, immediate and irreparable damage will result to the plaintiff." He said he found from the evidence that some radio stations which have entered into contracts with Radio Features for purchase of its programs have cancelled their contracts, and others have threatened to cancel out, "because of the order of Aug. 18 of the FCC and because of rules 3.192 and 3.292 of the FCC contained in said order."

"Once such contracts are cancelled it is virtually impossible to

(Continued on page 80)

PLAIN SALES TALK

NAB District 9 Gets It

By BILL THOMPSON

WITH three members of the NAB Board of Directors taking an active part, NAB District 9 (Ill., Wis. in part) delegates held what was generally described as the liveliest meeting in the district's history. They met Thursday and Friday at the Northernaire Hotel, Three Lakes, Wis.

Garbed in sports attire in keeping with the resor 's atmosphere, the district delegates recorded an almost perfect attendance record. They cheered fighting talks by four NAB staffmen. The district's three board members are Charles C. Caley, WMBD Peoria, District 9 director; Merrill Lindsay, WSOY Decatur, director-at-large for small stations, and Howard Lane, WJJD Chicago, director-at-large for large stations.

Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau, started the fireworks Thursday morning with a blast at black-and-white media. He charged that the true picture of what happens to the advertising dollar is distorted because radio's competitors are doing a wasteful job.

Mr. Mitchell declared newspapers are perpetrating a fraud on the advertising world and urged top management of stations to expose them by personally taking radio's story to advertisers. The nation is grossly under-advertised, and lacks proper faith in advertising, he said.

Sitting through all the sessions, NAB President Justin Miller posed frequent questions for Mr. Mitchell and other speakers to answer, and he wound up the two-day session with a Friday afternoon address.

Dr. Kenneth H. Baker, NAB research director on loan to Broadcast Measurement Bureau as acting president, promised BMB's study No. 2 will be ready by early winter. He said it would consist of

(Continued on page 38)

* * *

HOST at the Ralph H. Jones Co. party was C. M. Robertson Jr., (left), president of Cincinnati agency. With him is Gilmore N. Nunn, WLAP Lexington, Ky., district director.

DELEGATE group at NAB District 7 cocktail party in Cincinnati Sept. 8-9 [BROADCASTING, Sept. 2] included (l to r) Sam Sague, WSRS Cleveland; Gerry Boyd, WPAY Portsmouth, Ohio; Robert T. Mason, WMRN Marion, Ohio; Richard V. Beatty, Harold Fitzgerald, WOHI East Liverpool, Ohio.

EXECUTIVES of Ralph H. Jones Co., Cincinnati, at the cocktail party. Left to right: Jean Telgater, publicity director; Ed Carder, radio specialist; Kathryn Hardig, assistant radio and TV director; William Frietsch, media director; Stanley Willer, vice president; Ann Smith, assistant timebuyer.

FBI APPROVES

ABC Show, Despite Criticism

THE Federal Bureau of Investigation likes the ABC program *This Is Your FBI* and has no intention of withdrawing its sanction, Louis B. Nichols, FBI assistant director, told BROADCASTING.

Mr. Nichols made this observation when asked about criticism of the broadcast voiced at the recent American Bar Assn. meeting at St. Louis by Arthur J. Freund, chairman of ABA's Section on Criminal Law as well as that section's Committee on Motion Pictures, Radio Broadcasting and Comics in Relation to Administration of Justice.

Long a critic of broadcasting, Mr. Freund told the ABA the broadcast is offensive because it educates youths in the methods of crime. He said his remarks were purely personal and did not represent the views of any ABA member group.

Nichols' Defense

This brought from Mr. Nichols a ringing defense of the program, stating it has been a force for good, and adding the FBI has documented information showing it has definitely deterred youth from committing crimes. "We can't have good law enforcement without aroused public opinion, and aroused public opinion depends on education," Mr. Nichols said. "That is what we are attempting to do. If it is a bad program, why have teachers' associations singled it out as an educational program; why has it been endorsed by the Parent-Teachers Assn. of St. Louis and law enforcement agencies?"

He added:

"If *This Is Your FBI* is bad then we might as well destroy our Bibles and the great books of literature, for they, too, run the full gamut of man's passions and foul deeds."

Mr. Nichols said the FBI originally cooperated in the program because some crime programs were placing an improper emphasis on crime. He said the program portrays the tracking down of criminals rather than blueprinting crimes.

Drawn for BROADCASTING by Sid Hix

"Dr. Snyder is always here to treat the special events crew when it comes back from the 'Miss America' finals."

Airs Lutheran Hour

RELIGIOUS program, *The Lutheran Hour*, with sermons by Dr. Walter A. Maier of Concordia seminary, will be sponsored on ABC, effective Oct. 2, Sunday, 3:30-4 p.m., by the Lutheran Laymen's League. The 52-week contract was placed through Gotham Advertising Co., New York.

AWB MEETINGS

Two More Districts Set

TWO more district meetings of the Assn. of Women Broadcasters were announced last week by Pat Griffith, NAB director of women's activities, bring the schedule to five sessions, as of last week [BROADCASTING, Sept. 5].

District 9 (Ill., Wis. in part) will meet Oct. 20 at the Sherman Hotel, Chicago, in connection with the School Broadcast Conference. District chairman is Elizabeth Marshall, WBEZ Chicago. District 2 (N. Y., N. J.) will meet Nov. 5-6 at the Hotel Astor, New York. District chairman is Sally Work, WBEN Buffalo.

PBA PACKAGE

Offers Discount Rates

DISCOUNT rates for national advertisers were set Thursday afternoon at the first formal meeting of the new Perimeter Broadcasting Assn., which encompasses four station-areas on the rim of Chicago.

National advertisers buying time on two stations will receive a 5% discount, on three, 10%, and on all four, 15%. Stations include WJOL Joliet, Ill. and WJOB Hammond, Ind. (both 250 w, fulltime), WRMN Elgin, Ill. (500 w daytime) and WKRS Waukegan, Ill. (1 kw daytime). WRMN took the air Sept. 10, and WKRS bows Sept. 25. All stations are represented by Joseph Hershey McGillvra.

Joseph J. Garvey, general manager of WJOL, was appointed president, with L. B. Weller, commercial manager, WJOB, secretary and treasurer. Others attending were Bob Adair, general manager, WJOB; Joseph Kirby, general manager, WKRS; George Ralston, partner, WRMN, and Rex Gay Jr., Chicago manager of McGillvra.

Stations are working on a presentation which will show advantages of advertisers buying time locally.

GORDON MILLS

Leaves Kudner Ad Agency

GORDON MILLS, business manager of the radio and television department of Kudner Advertising Agency, New York, has resigned from the agency effective the first of the year. He has been with Kudner since July 1943, and prior to that for ten years he was associated with NBC as a network account executive. Before that he was with RCA.

Mr. Mills

Mr. Mills has been serving for the past six years on the radio committee of the AAAA, and chairman of the sub-committee on radio research. He currently is vice president of the Radio Executives Club in New York. Mr. Mills is expected to announce his new alignment soon.

Pet Milk Renews

PET MILK SALES Corp., St. Louis, renews *The Pet Milk Show* with Kay Armen (Sunday, 9:30 p.m. CDT) and *The Mary Lee Taylor Show* (Saturday, 9:30 a.m. CDT) on full NBC network from Oct. 22 and Oct. 23 through Gardner Advertising, also St. Louis. Sego Milk Products Co., Salt Lake City, Pet Milk subsidiary, will sponsor cut-ins on the shows through Gillham Advertising, same city. Respective originations are at KSD St. Louis and NBC New York.

GROWING importance of radio to Gooch Feed Mill Co., Salina, Kan., was keynote at firm's fall sales meeting where Kansas stations' representatives on the Gooch schedule were invited to take part. Left to right are Bob Evans, announcer, KGGF Coffeyville; John B. Hughes, manager, KXXX Colby; Gene Fullen, announcer KSAL Salina; Homer Cunningham, announcer, WIBW Topeka; J. J. Vanier, president, Gooch Feed Mill Co.; Dale McCoy, manager, KFBI Wichita; Ray Jensen, manager, KSAL; M. H. Straight, copy director, Rogers and Smith, Kansas City; Milton Hodges, sales service manager, WIBW; Bob Pratt, manager, KGGF; Glen George, sales representative, KXXX; and Dick Brigham, account executive, Rogers and Smith.

XUM

Inglewood Park's 20 Years

Cemetery Uses KNX

IF SUCCESS of a program can be measured by its longevity and faithfulness of its audience, then *Melodies America Loves* on KNX Hollywood belongs in that class. It also shows how radio can be successfully utilized in the sales promotion of a cemetery.

Now in its 20th year on the air without interruption, this weekly 30 minute concert type musical program has been sponsored by Inglewood Park Cemetery Assn. of Los Angeles since 1929. And during all these years too, radio has been used almost exclusively by Inglewood Park as an advertising medium.

Built around a full orchestra of 17 men and guest vocalist, plus an occasional guest singing group, program format has changed little over the years.

Broadcast over KNX for more than nine years, featured is concert music with "heart songs" and those from operas and operettas. Earl Towner has been musical director since January 1939 when the program was then sponsored on KFI.

With more than 1,160 broadcasts to its credit, and keyed to the general music loving public, the sponsor endeavors to give the listening audience a program of distinctive musical excellence, says Paul R. Winans, president of Paul Winans Co., agency servicing the account.

Proper, Yet Not Staid

"This isn't a high brow program, nor is it planned for a choice few," Mr. Winans emphasizes. "Neither is there anything funereal about *Melodies America Loves*. The music is truly that which the public likes. It is some times something old and sometimes new. We cater to the public's taste with the best vocally and instrumentally."

There is no selling pitch, executives of Inglewood Memorial Park point out. This is verified by Mr. Winans who declares that "These radio concerts were never intended as a medium for direct selling. We use no high pressure, dramatic commercials.

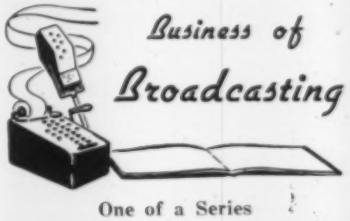
"The series from its inception were created for the purpose of building good will for Inglewood Memorial Park. Good will has always been more important than a spectacular sale of the moment. As a result this weekly radio concert has gained a loyal audience which generously expresses its appreciation with fine letters."

Being a cemetery, George H. Letteau, president of Inglewood Park Cemetery Association, has always felt that it would be in bad taste to force a selling pitch upon the public through the concert program. And that policy has been maintained through 20 years of broadcasting.

Although the opening credit plainly states that *Melodies America Loves* is sponsored by Inglewood Park Cemetery Association, there is no morbid tinge in the presentation. During the 30-minute broadcast there is as a general rule, a middle and a closing commercial of about 1½ minutes each. Often it's shorter. Musical selections are woven together with appropriate narrative. In treatment of bereavement and cemeterial interment, commercial message is confined to an invitation to visit the memorial park to view the famed artistic stained glass windows and other objects of unusual interest.

On occasion, Mr. Winans points out, an indirect sales appeal is made in tying in the commercial with theme of the concert whenever possible. As example he cites a Mothers Day concert which might emphasize fact that the mother of a family usually does the planning and buying. Thus she is generally the first to realize importance of completing cemeterial arrangements before needed.

DISCUSSING a forthcoming program (l to r): Messrs. Towner, Winans and Howell.



Business of Broadcasting

One of a Series

A perennial favorite with many, the weekly concerts have helped also to create a friendly reception for the cemetery salesmen, according to Mason Letteau, vice president and sales manager of Inglewood Park Cemetery Assn.

"We have been able to trace many sales direct to the program," he said. "Our salesmen without exception, favor the program's continuance. They feel that it has opened many a door with receptive result. . . . And this is quite significant of its success in our opinion."

Although many shifts have been made in day of broadcast, the program has always occupied a nighttime spot and is currently heard on Tuesday, 7:30-8 p.m. (PST).

When originally started on KHJ back in 1929, the concerts were built around definite themes which had been planned sometimes months in advance. Tone pictures and musical travelogues, which often featured native singers and instruments, were featured in those early days. Raymond Paige and Frederick Stark were then the conductors.

With the program's shift to KFWB in March 1937 the series included radio adaptations of some of the more popular operas such as "Carmen," "The Barber of Seville," "Faust" and "Rigoletto." Leon Leonardi was then the orchestra conductor and musical director. Weekly broadcasts were also released simultaneously over KFOX Long Beach. A supplementary program was broadcast weekly over KFAC with Gino Severi's augmented concert ensemble.

Claude Sweeten became musical director when Inglewood Memorial Park shifted the program to KFI in April 1938. Earl Towner took over the baton in January of 1939 and on April 9 of that year *Melodies America Loves* shifted to KNX.

Five of the former soloists used on the program—Nadine Conner, Brian Sullivan, Mona Paulee, Emery Darcy and Jerome Hines—have since become members of the Metropolitan Opera Company. Eula Beal and Olive Mae Beach are the two young soloists who have won distinction on the concert stage. John Raitt went on to star on the Broadway stage after having made his professional debut on that program. During the past 20 years such stars as Perry Askam, Paul Keast, Tandy MacKenzie, Tudor Williams, Felix Knight, Earl Covert, Polyna Stoska, Anne Jeffreys, Miliza Korjus and the late Carrie Jacobs Bond have appeared as guests on *Melodies America Loves*.

Radio "names" who have been associated with the Inglewood Park program in either a writing, announcing or producing capacity include John Conte, Art Gilmore, True Boardman, Thomas Freebairn-Smith and the late Gary Breckner.

New Talent Sought

In addition to established stars frequent auditions of young unknown talent have played a large part in success of this perennial program. Mr. Winans, who serves as supervisor; Earl Towner and Cliff Howell, director-producer, listen fully and carefully to each soloist, knowing that their choice of talent to appear on the program may plummet the artist to musical stardom.

No attempt is made to merchandise the broadcasts. Only advertising utilized by the sponsor in support of the weekly 30 minute radio program consists of one column by 2 inch advertisements in each of the six Los Angeles metropolitan daily and 10 neighborhood newspapers on day of broadcast.

Thus, the Inglewood Park Cemetery Assn. *Melodies America Loves* program becomes another radio sales success story—an ever continuing story. The details may be different, but the theme is the same: *Radio sells.*

RADIO with enough dignity, but not in the high brow vein can do the selling job for a cemetery. Inglewood Park Cemetery Assn. of Los Angeles used this formula for it's first "Melodies America Loves" back in 1929. And now in its 20th year without interruption the same technique is being effectively utilized. Good will rather than high pressure commercials is the aim of the program sponsor.

WINNER of "Miss Missouri" contest sponsored by WHB Kansas City, Mo., was 19-year-old Jane Stone of Jefferson City. The ash-blonde beauty vied with 51 others for the "Miss America" crown at Atlantic City.

ANOTHER midwest contender at Atlantic City was Shirley Hargiss, victor in the "Miss Kansas" contest also sponsored by WHB Kansas City, Mo. Miss Hargiss is a 22-year-old, 5'8" brunette hailing from Topeka.

NINE-WEEK television show sponsored by REDDI-WIP Philadelphia was highlighted by choice of Doris Mooney to represent "The City of Brotherly Love" in the "Mrs. America Pageant" at Asbury Park, N. J. Congratulating Mrs. Mooney are (l) Marie Strohmier (Mrs. America of 1948), (2nd r) Betty Schmidt (Miss Philadelphia 1949), and (r) Jerry Holt, runner-up this year's "Mrs. Philadelphia."

"MISS New York State" receives trophy from Al Anscombe, WKBW Buffalo public relations director, at beauty contest finals last month. She is Miss Wanda Nalepa, New York City registered nurse.

MARGARET THORNBURG of WIBG Philadelphia program department confers with AAA official after being chosen to model for picture series in its magazine *The Car* when she went to AAA driving school.

MUTUAL MEET

Board Tenders Support of Program Plans

CONCLUSION of the MBS two-day board meeting in Chicago on Tuesday was attended by reports of unanimous support for the network's program plans for the coming year as outlined by William Fineshriber, program director. Board is to meet again in New York during the World Series.

Another outcome of the meeting was the scotching of reports in trade circles that Mutual has difficulty in clearing time for national sponsors because of some of its key stations. It was said any advertiser can get full clearance on all MBS stations within 28 days.

The question of network reorganization was not broached, a network spokesman told BROADCASTING, because such plans are not within the board's scope, but are left directly to Mutual President Frank White. Mr. White, addressing the board, expressed his belief that the network's business outlook was good.

Mr. Fineshriber revealed plans for a new giveaway program *To the Ladies*, a women's participation show with jackpot prizes. A half-hour program, it will be aired five days a week following *Queen for a Day*, and will originate in Chicago.

Attending the meeting, in addition to Mr. White and Mr. Fineshriber, were: Theodore C. Streibert, president WOR New York and MBS Board Chairman; J. R. Poppele, vice president in charge of engineering, WOR; Frank J. Schreiber, general manager, WGN Chicago; E. M. Antrim, WGN, MBS secretary; Lewis Allen Weiss, chairman of board, Don Lee; Willet H. Browne, president and general manager, Don Lee; Thomas O'Neil, vice president, Yankee Network; Linus Travers, executive vice president and general manager, Yankee; Benedict Gimbel Jr., president and general manager, WIP Philadelphia; J. E. Campeau, president and general manager, CKLW Detroit, and H. K. Carpenter, vice president, WHK Cleveland.

ROY McLAUGHLIN

Receives CRMC Presidency

ROY McLAUGHLIN, commercial and general manager of WENR (ABC) Chicago, was elected president of the Chicago Radio Management Club at the first regular fall meeting last Wednesday. He succeeds William McGuineas, commercial manager of WGN.

Other officers, who will also serve a one-year term, include Frank Reed of Grant Advertising, first vice president; John Blair, president of the representative firm bearing his name, second vice president; Jane Daly, timebuyer, Earle Ludgin agency, treasurer; Jane McKendry, timebuyer, Needham, Louis and Brorby, secretary.

Mr. McLaughlin will call a meeting of the new officers next week, for a selection of a program committee chairman. The club has a guest speaker at a luncheon meeting every other week. Walter Schwimmer of Schwimmer and Scott will discuss giveaways (see separate story) Sept. 29.

Emil Mogul Named

THE MODERN Industrial Bank through Henry Morgenthau Jr., chairman of the board, has appointed Emil Mogul Co., New York, to prepare and direct an advertising campaign in the New York area. The initial schedule starts on Sept. 18 with minute and half-minutes on WMCA New York.

PAID LOG ADS

Smith Opposes 'News' Plan

TAKING a page from several other cities, the *Los Angeles Daily News* last week advised stations, networks and advertising agencies that "effective Sept. 15" it would "accept advertising to run within the radio and television logs."

Mr. Smith

Although the stations are aware that the practice may not be an immediate threat, they recognize it does constitute a likely forerunner of paid logs if unopposed. Accordingly, the membership of the Southern California Broadcasters Assn. will discuss the matter Sept. 22 at its monthly meeting.

While most station managers were reluctant to discuss the matter for publication, Calvin J. Smith, general manager of KFAC Los Angeles and NAB 16th District director, advised BROADCASTING that he was opposed to the principle behind the move of the *News*. He said his station would have no part of any such plan.

In the letter dated Sept. 8, the *News* offered two space sizes of one half inch and one inch priced at $6 and $10, respectively. Although no comment could be obtained from any of the other Los Angeles dailies, the broadcasters of the area feel that the local publishers association may be feeling its way on the idea, through the *News*.

The managing editor of one paper advised BROADCASTING that he "hoped his management would not propose such an idea for its logs." In the case of a second daily in the area, its advertising director said he knew nothing of the *News* plan and that his paper had no such plan in contemplation at present."

XUM

FOREIGN MARKET

FLQN To Supply Data

RESPONDING to agency timebuyers' requests for more data on foreign language markets, the newly formed Foreign Language Quality Network last Monday established its permanent set-up, and voted to retain a research organization to compile required statistics.

At its second day-long meeting, held at New York's Roosevelt Hotel, the group was addressed by timebuyers Linnea Nelson of J. Walter Thompson Co., and Frank Silvernail of BBDO. Both stressed the need for a central source of such information as figures on station coverage, foreign language populations (first and second generations) in every area, buying power, program ratings and costs for time, translation and talent.

Instituting its permanent format, the group named Claude Barrere, radio public relations coordiator of City College of New York, as administrative head. The original committee, which was headed by WOV New York General Manager Ralph Weil, will be directors of the network. Others include Frank Blair, WSCR Scranton; George Lasker, WBMS Boston; Samuel Sague, WSRS Cleveland, and J. L. Booth, WJLB Detroit.

According to Mr. Barrere, the network should be incorporated and be making sales presentations by approximately Nov. 1.

Data to be compiled by the network's research organization will cover first and second generation Italian and Polish groups, to which nationalities FLQN will be limited for a time, in the 21 markets in which FLQN plans to operate initialiy. A composite map will be developed, showing locations, coverage and research figures on member stations.

Miss Nelson

Mr. Silvernail

Time segment ratings will be established and time will be sold on a group basis, with stations to be reimbursed by FLQN according to their individual rate cards. Advertisers will be able to buy sections of the "network," and syndicated programs, by line or transcription, will be available.

Full membership of the 21 stations is not complete yet, the network revealed, because of the group's desire to proceed slowly, and assure itself of complete cooperation.

Attending Monday's meeting:

Antonio Pace, WRIB Providence; Sidney Schulman, WTUX Wilmington; Phil Ruben and Attilio Russo, WERI Westerley, R. I.; Aldo De Dominicis, WNHC New Haven; Lee Mikesell, KSAN San Francisco; Roy Ferree and A. Avlon, WHOD Homestead, Pa.; William I. Moore, WBNX New York; G. A. Bartell, WEXI Milwaukee; Ralph Robinson, WACE Chicopee, Mass.; Arnold Hartley, WOV New York; Pat Stanton, WJMJ Philadelphia and Messrs. Weil, Blair, Lasker and Sague.

Golobe To WOR

ZANGWILL GOLOBE, formerly with the Chicago office of the Frederic W. Ziv Co., has joined WOR New York as account executive in the sales department. Prior to joining Ziv, he was associated with Forjoe & Co., station representative, for eight years, the last six of which he was Midwest manager.

SCOTT BUCKLEY (l), WNBC New York producer-director, receives special citation from Milton Goldwater (r), president of the United Jewish Appeal of Greater New York, for his work in producing and directing *Homecoming*, a special Sunday afternoon documentary series for the appeal. In center is D. L. Provost, former station program manager, who received a similar citation.

FREE TIME DEAL

LeBlanc Offering $2,000 in Prizes

NEWEST wrinkle in advertising techniques appeared last week in the form of a $2,000 prize contest announced by The LeBlanc Corp., LaFayette, La., marketing Hadacol tonic and vitamin compound.

Prizes are to be awarded to stations for "greater cooperation and more merchandising efforts," including "free spots from our transcriptions." The contest runs through September, with reports to be at the company's home office by Oct. 7 and prize winners to be announced by Oct. 15.

Protests were received by BROADCASTING and Broadcast Advertising Bureau from stations approached by LeBlanc Corp., an extensive user of radio time through the southern states.

"Your recent invitation . . . is the absolute best sucker deal we have ever had the privilege to look in on," replied Charles W. Balthrope, station manager of KITE San Antonio, Tex. "You certainly prove that Barnum was right."

Ray D. Williams, manager of WJHL Johnson City, Tenn., wrote Dudley J. LeBlanc, president of LeBlanc Corp., as follows: "All merchandising and promotional efforts of this station are devoted to our current advertisers and we feel it would be unfair to them were we to merchandise and promote a product of a non-advertiser for selfish reasons."

Mr. LeBlanc's offer to stations opens with a reminder that the company is advertising on about 200 stations. The first prize will be $1,000 in cash. Second prize will be $500, third prize $250 and fourth prize $100, etc.

Mr. LeBlanc then says:

After the contest we will buy an ad in *Advertising Age* and BROADCASTING, and over our name we will tell the world the five stations who won the first five prizes. The first five prizes will be delivered in person to the managers and employes of the stations. A photograph will be taken and news story will appear in the newspapers in the territory that the stations cover. These news stories will also be carried by all of the leading national drug magazines of the country. P. S. Please quote us your lowest price on four one-minute spots per day.

Mailed with the announcement is a stack of daily reports which include these elements:

Number of drug wholesalers and grocery jobbers contacted; how many orders and for how much; number of retail druggist or grocery stores contacted; number of dummy cartons, banners, signs and window displays put up, with suggestion that photos be sent where possible; number of displays obtained on counter, near the cash register if possible, in drug and grocery stores; number of spots run today; how many free spots from our transcription today; other promotional or merchandising efforts.

WOW'S FARMER TOUR

Junket Underway in Seattle Today

ON THE first leg of its 6000-mile WOW Farmers' West Coast Tour, a 16-car train, loaded down with Midwest farm products and 200 participants, rolled into Seattle today (Monday). It was the fourth city visited by the WOW train in the 16-day trip which started Sept. 15 [BROADCASTING, Sept. 12].

Organized by WOW Omaha, the train promotes midwest farm products while its tour members study farming in the West. Entire trip will cover 13 cities, the train returning to Omaha Oct. 1. Highpoints of the farm study include more than 100 stops at farms, experimental stations, processing plants, ranches and orchards.

Welcome was accorded to the farmers, drawn from Nebraska, Iowa, South Dakota, Kansas, Colorado and Michigan, by local radio stations and city officials en route.

The tour members are owners of farms varying from an 11,000 acre cattle ranch to a 12-acre truck garden. Already visited was Billings, Mont., where Gov. John W. Bonner and Mayor T. T. Lowe greeted the tourists; Spokane, where they inspected Grand Coulee Dam and Yakima, which displayed to them its beautiful apple orchards and irrigation system. Today the tour members sightsee Seattle Harbor and travel by boat to Victoria, B. C., arriving there tomorrow morning.

Bill Wiseman, WOW's promotion manager, reported last week that the station expected to do a few shots for NBC's *News of the World* and arrangements are underway for other broadcasts, local and national, and also for telecasts.

WATCHING the lady following the first NBC *Hollywood Calling* broadcast sponsored by Gruen Watch Co. are (l to r): Milton Berle; Benjamin S. Katz, president of watch company; (the lady), Patricia Neal, movie star; Jack McCoy, show m.c.; Arthur C. Fatt, executive vice president, Gray Adv. Agency; Bernard M. Kliman, director of advertising, Gruen Watch Co.

TRANSIT ADS

Operation Nears Profit, NAB Finds

TRANSIT broadcasting is approaching the profit stage in a number of cities and is attracting national advertisers in increasing numbers, according to a detailed survey of this type of FM radio conducted by the NAB.

Complete analysis of a group of transit radio operations was made by NAB at the direction of the FM Executive Committee. Arthur C. Stringer, assistant director of NAB's Audio Division in charge of FM, handled the field and analytical work. Chairman of the FM committee is Cecil D. Mastin, WNBF-FM Binghamton, N. Y.

The 50-page report is being sent NAB member stations. It has numerous tables, success stories, sales suggestions and other facts covering the medium.

Typical success story deals with use of transit radio by Sears Roebuck & Co., St. Louis. The retailer brought $1,200 in direct sales, solely traceable to transit, from a $54 expenditure for time on KXOK-FM, according to the study.

About 95% of all transit radio business is local, especially retail, but national sales are found to be growing. The NAB manual lists these national advertisers as transit users: Baker Brush Co., Brewing Corp. of America (Red Cap), Chevrolet Dealers Assn., Esquire Inc. (*Coronet*), Fanny Farmer Candy Shops, F. W. Fitch Co., General Baking Co., Glen Raven Knitting Mills, Griesedieck Western Brewing Co. (Hyde Park beer), Household Finance Corp., Miles Labs, Swift & Co. and Terre Haute Brewing Co. (Champagne Velvet beer).

The national business was placed by these agencies: Arthur Cohn & Assoc., Leo Burnett Co., Campbell-Ewald Co., BBDO, J. Walter Thompson Co., McCann-Erickson, Doherty, Clifford & Shenfield, Schwimmer & Scott, Campbell-Mithun, Wade Adv. Agency.

National sponsors now "definitely in the works" are listed as General Mills, Procter & Gamble, Lever Bros., Colgate-Palmolive-Peet, General Foods, Campbell Soup Co. and "literally dozens of others."

* * *

MODEL Helen Pastorius helps Manager Charles E. Dewey Jr. of WKJF (FM) check antenna before inaugural of station's Transitcasting service on city's busses. Holding the ladder is C. F. Kreitzer, WKJF commercial manager.

Follows Industry Line

In opening, the study says transit radio's development is in line with the industry's policy of encouraging out-of-home listening. Broadcasters must buy, install and maintain receiving equipment, and pay for the privilege of serving that portion of the total audience. Stations program for both home and mobile audiences.

Research material is available for transit audiences, bus and trolley companies maintaining detailed figures on riders. It is found that 6-7:30 a.m. programs draw factory, labor and home listeners in largest numbers; 7-9 a.m., white collar and home listeners; 7:30-8:30 a.m., students, home listeners; 9 a.m.-3 p.m., shoppers en route to stores; 3-5 p.m., students enroute home and home listeners; 3:30-5:30 p.m., factory workers en route home, home listeners; 4:30-6:30, white collar riders en route home, home listeners; 6 p.m.-signoff, entertainment seekers, miscellaneous, shoppers, people going visiting, workers and home listeners.

In one city it was found the average instantaneous audience for 400 radio-equipped vehicles varies from 10,000 riders in buses, 9:30 a.m.-noon, a minimum, to 18,500 between 4 and 6 p.m. At 10 p.m. there still are 11,200 persons listening in buses. When the number of radio-equipped buses in the city is increased to 1,500, the riding audience will range from 37,500 to 69,000 persons.

Cost of installing sets ranges from $16 up per vehicle, depending on local labor costs, the NAB study discloses. It shows there is little rider opposition, with criticism usually traced to one individual or a small but vociferous group. The 50-page analysis covers cost of operation, differences in techniques, program practices, operating hours, rates and sales. It is explained that 80% to 85% of buyers in metropolitan centers are transported to stores by public transit.

Some cities like vocal and lively music, it is stated. Cincinnati is an example. In St. Louis, on the other hand, only background music is used by KXOK-FM on its transit service.

Transit radio is an effective promotion device for stations, according to the study, giving opportunity for announcement of programs coming up later in the day. The transit installations create an added FM audience, it is stated, an audience that isn't affected by television.

Some cities are found to have 100% of vehicles radio-equipped, with smaller percentages in others. Some program day and night, with others stopping at 7 p.m. In Huntington, W. Va., WLPH operates a combined AM, FM and transit service.

Stations analyzed by Mr. Stringer in his transit study were WIBW-FM Topeka; KBTR-FM Minneapolis; WPLH and WPLH-FM Huntington, W. Va.; WMLL (FM) Evansville, Ind.; WWDC-FM Washington; WCTS (FM) Cincinnati; KXOK-FM St. Louis.

FCC Actions

FINAL decision extending completion date of WHAS-TV Louisville reported by FCC last week along with initial decision to grant transfer of WCMW-AM-FM Canton, Ohio. Three FM and two AM authorizations deleted. Transfer application filed for WOV New York whereby stock of N. J. Leigh is taken in part by Richard E. O'Dea who becomes majority owner. Details of these and other FCC actions are found in FCC Roundup on page 79.

GRID RIGHTS

S. C. Broadcasters Win Court Suit

PROTESTS of 12 South Carolina broadcasters over grant of exclusive broadcast rights to athletic events of U. of South Carolina was upheld in a decision handed down last Wednesday by a Circuit Court in Columbia, S. C.

Circuit Judge Thomas B. Greneker issued a restraining order which voids a contract between the university and WCOS Columbia, S. C., for exclusive coverage of its 1949 football games [BROADCASTING, Aug. 29]. The university was specifically ordered to extend play-by-play broadcasts to at least three stations at "no charge" for the privileges.

The suit resulted last July after four Columbia stations were invited to submit competitive bids for exclusive use of stadium facilities. Three of them—WIS WKIX WNOK—declined to bid under stipulations set forth in a letter from University President Norman Smith, but expressed interest in carrying certain games. Action was based on their interpretation of a 16-year statute which authorizes broadcasts of athletic contests provided "no charge shall be made for the privilege . . . and that at least three broadcasting companies shall be extended said privilege . . . if desired."

Judge Greneker cited that provision of the statute in view of the university - WCOS contract and ruled that limitation of the right "is to violate [it]." He found that Admiral Smith's letter "did not extend the privilege to three companies but requested one of the four . . . to bid highest and shut out the others. . . ."

WCOS was awarded the contract after bidding in excess of $1,000 for the rights. Columbia broadcasters then conferred with university administrators to no avail and filed a petition with Fifth Judicial Circuit Court, charging violation of the state law. They also argued that the nature of the contract, in effect, barred them from the stadium's radio booths, and that they were told other arrangements were "impractical." At the hearing, university counsel testified that more than three stations would "broadcast" every game by means of a network hookup originating through WCOS.

Broadcasters insisted, however, that the "privilege of broadcasting" implies "originating a broadcast" with a station's own staff and equipment, and should not subject cross-state listeners to account of one sports announcer. They saw no objection to "reasonable regulations" for football broadcasts nor to reasonable rentals or fees for booths.

They reminded the court that a bill to amend the law so as to grant exclusive broadcast rights and permit direct charges was introduced in the general assembly this spring but rejected.

WCOS was represented at the hearing by Christie Benet, former U. S. Senator, and the university by T. C. Callison, assistant attorney general. Counsel for the 12 broadcasters were R. Beverley Herbert and his associate, George L. Dial Jr.

Swisher Rejoins WNAX

ARDEN E. SWISHER, WOL Washington commercial manager the past year and a half, returned to WNAX Sioux City, Iowa, as district sales representative effective today (Monday), according to Donald D. Sullivan, WNAX commercial manager. Mr. Swisher will cover the state of Iowa and markets in Omaha and Nebraska. Prior to extensive service in the U. S. Navy, Mr. Swisher was sales promotion manager at WNAX and following his release from the service, joined the sales staff of KRNT Des Moines and then transferred to WOL.

Mr. Swisher

Success story:

One of Richmond's largest laundry and dry cleaning firms is a long-time user of radio. For fifteen years this company has promoted its business over many Richmond stations. Recently the owner said this:

"Of all the radio I have ever used over a period of 15 years, nothing has been so successful as my present schedule on WLEE."

Success story? You bet! It's typical of the results local Richmond merchants get all the time from WLEE. More and more national advertisers are following their lead. If WLEE isn't on your list, get the whole story from your Forjoe man today.

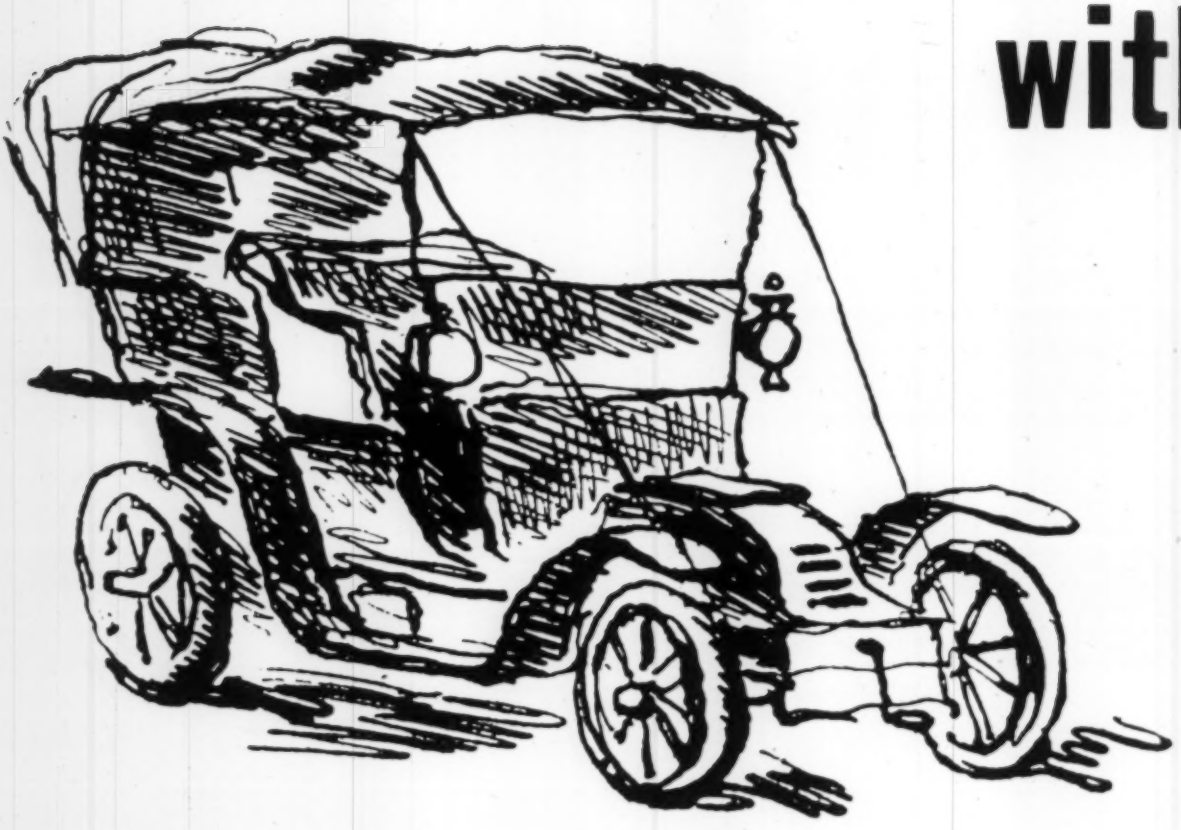
WLEE

MUTUAL IN RICHMOND

TOM TINSLEY, *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representative*

what's an auto got

with



t to do
h Mrs. Murphy's chowder?

A LOT, SIR—really.

Please read carefully. It's a pretty thrilly thing:

It began in May, as many things are apt to do. It began with 1,735 personal interviews for WOR by Pulse, Inc. in auto-drivers' homes. WOR was rather lavish—it asked its questions in 12 metropolitan counties. Might as well be *thorough*, thought we.

We could trample you with facts and technique usage and a lot of etcetera. But that's all done in a very precise folio called "Audience on Wheels" which you may have for f-r-e-e, by asking.

WOR found that there are 1,493,000 cars on the roads of metropolitan N. Y., with radios in them.

Between the weekday, Mon. thru Fri., hours of 7 and 9 AM there are 1,064,800 people in the cars. Between the hours of 5 and 7 PM, there are 1,107,000 people. That's *people!*

During the average weekday ¼ hr., WOR found 193,300 people listening between 7 and 9 AM and 230,500 people listening between 5 and 7 PM.

And now, *the* point—MORE PEOPLE LISTEN TO WOR ON CAR RADIOS DURING THESE HOURS THAN LISTEN TO ANY OTHER MAJOR NEW YORK STATION. AS MANY AS 47,500 WERE FOUND TUNED NIGHTLY TO WOR'S "NEWS ON THE HUMAN SIDE", FOR INSTANCE.

These facts, Gentlemen, are not to be sloughed—they add to thousands of chowder sales and candy sales and clothing sales and—Oh, anything.

Don't *you* want to sell a lot more for less? It's a normal thing to do.

Our address is 1440 Broadway, in New York.

WOR

—heard by the most people where the most people are

P.S. Remember—write, or phone, for your free copy of "Audience on Wheels."

XUM

Petry Expands

(Continued from page 24)

aggressive company for selling and servicing clients and thereby widening its present margin over competitors, do hereby endorse in principle the plans presented and pledge our cooperation and wholehearted support in the furtherance of these plans."

Although details of the closed session's discussion were not revealed, it was learned that most of those present want to stick together, recognizing that as a group they are more salable to national advertisers than they might be if the group were divided, and that they also want to retain the Petry organization as representative. No precipitate action is planned on any widespread scale and the group generally has adopted an attitude of watchful waiting, pending the court decision and its effect on the internal organization of the representative firm.

Endorse Report

The meeting received Mr. Petry's report of his company's plans with enthusiastic acclaim and no criticisms were reported. There seemed to be complete endorsement of Mr. Petry's statement that the plans are bound to produce more business for the stations his firm represents because that is the only way the company can get back its own increased expenditures.

Keith Kiggins, for many years a top executive at NBC and ABC and for the last two years an officer and consultant of Television Assoc., heads up the TV department of Edward Petry & Co. temporarily located at 343 Lexington Ave., New York. This department will move to the new Petry headquarters when they are ready, but will continue to be separated from the radio offices.

Richard C. Arbuckle, formerly assistant district manager of two McGraw-Hill publications, *Power* and *Operating Engineer*, has joined Petry's New York TV sales staff. Another new TV salesman is William A. Cornish, recently on the sales staff of the DuMont TV Network, following positions as a package program salesman for William Morris and as radio director of J. M. Mathes Co.

In TV Temporarily

Lloyd Venard has been temporarily transferred from AM to TV sales, but will return to radio when a suitable replacement or two has been found for the TV staff, Mr. Petry said.

He also announced that the TV department will have its own promotion staff, headed by W. P. Sedgwick, formerly an account executive at O'Brien & Dorrance where he specialized in radio and video promotion. Previously he wrote and promoted TV programs for Campbell-Ewald Co. and NBC. Jose di Donato is in charge of Petry's video sales service.

In Chicago, J. Rolston Fishburn, formerly Chicago manager of The Walker Co. and previously a salesman for the *Chicago Sun*, has joined the Petry video sales staff. Bruce Bryant has been transferred from the Petry AM staff to TV in that city. Franklin M. Walker, formerly with Marshall Templeton, video program firm, and previously with WWJ-TV Detroit, will handle TV sales for Petry in Detroit.

Forrest Blair has joined the Petry radio sales force in Chicago, coming from KOIL Omaha where he had been general sales manager. He had previously worked in merchandising for Meredith Publications and sold space for *Successful Farmer*.

Dennis Promotion Head

Seth Dennis, formerly an account executive at Federal Adv. Agency and before that in charge of network sales promotion for ABC, has been appointed promotion manager of the Petry organization. Thomas Ellsworth also has joined the promotion staff, coming from CBS where he was sales promotion director of Radio Sales. He had previously worked in sales promotion at MBS and ABC.

"To assure successful independent operation of our two departments and yet to permit the necessary degree of coordination," Mr. Petry told the station executives, "Hanque Ringgold will report, for AM, directly to Hank Christal, who, in turn, will be responsible to the board. Keith Kiggins, for TV, will report directly to me, and I, in turn will be responsible to the board. Ed Voynow will report directly to the board with respect to his branch offices."

New Offices

The firm's new quarters, in an all air-conditioned building, should be ready for occupancy by the first of the year, Mr. Petry said. He reported that they will include transcription and film library space and will have facilities for broadcasters coming to New York where they can audition transcribed radio shows and look at filmed TV programs. More space has been taken in Chicago, he added, to install the video staff there in separate offices but on the same floor as the firm's radio offices.

The overall plan, Mr. Petry declared, is "not any after-thought, designed to pacify stations that are upset" but represents "basic policy for building a service so sound in conception and so well staffed and organized that it will be able to meet all of the problems of the future more successfully than any organization—even our own—has been able to meet the problems of the past."

Those Attending

Attending the New York sessions were:

Campbell Arnoux, WTAR Norfolk; Ray Baker, KOMO Seattle; C. K. Beaver, KTBS Shreveport; Thomas A. Brooks, WBAL Baltimore; Martin Campbell, WFAA Dallas; H. Quenton Cox, KGW Portland; Walter J. Damm, WTMJ Milwaukee; O. W. Fisher, KOMO Seattle; Benedict Gimbel Jr., WIP Philadelphia; Gordon Gray, WIP Philadelphia; Hugh A. L. Halff, WOAI San Antonio; Tom Harker, The Fort Industry Co.; Jack Harris, KPRC Houston; Gerald Harrison, WMAS Springfield; Stanley E. Hubbard, KSTP Minn.-St. Paul; Worth Kramer, WJR Detroit; William T. Lane, WAGE Syracuse; James Moroney, WFAA Dallas; John New, WTAR Norfolk; William J. Newens, KOIL Omaha; Tom O'Neil, The Yankee Network; John Outler, WSB Atlanta; Arden X. Pangborn, KGW Portland; Leslie Peard, WBAL Baltimore; D. L. Provost, WBAL Baltimore; William E. Rine, WWVA Wheeling; V. A. Sholis, WHAS Louisville; Harry Stone, WSM Nashville; Linus Travers, The Yankee Network; William B. Way, KVOO Tulsa; Frank V. Webb, KFH Wichita; Harold Wheelahan, WSMB New Orleans; E. S. Whitlock, WRNL Richmond; Harvey Wixson, KGA Spokane; G. E. Zimmerman, KARK Little Rock.

National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NONE-TELEPHONE HOMES)

AUGUST 7-13

NIELSEN-RATING†

Current Rank	Previous Rank	Program	— Current Rating — Homes (000)	%	Points Change
EVENING, ONCE-A-WEEK (Average for all programs)			1,964	5.0	—0.5
1	2	Mr. Keen	3,810	9.7	—0.6
2	13	This Is Your F.B.I.	3,732	9.5	+1.4
3	12	Adventures of Sam Spade	3,692	9.4	+1.1
4	3	Crime Photographer	3,614	9.2	—1.0
5	4	Mr. District Attorney	3,575	9.1	—0.9
6	7	Our Miss Brooks	3,457	8.8	—0.3
7		Corliss Archer	3,417	8.7	
8	17	Mystery Theatre	3,142	8.0	+0.1
9	5	Big Story	3,103	7.9	—1.6
10	10	Inner Sanctum	3,103	7.9	—0.5
11	22	Henry Morgan Show	3,103	7.9	+0.4
12	19	Gene Autry Show	3,103	7.9	+0.1
13	6	The Fat Man	3,064	7.8	—1.5
14	33	Your Hit Parade	2,907	7.4	+1.4
15	31	Grand Ole Opry	2,868	7.3	+0.9
16	36	King's Men	2,789	7.1	+1.2
17	8	First Nighter	2,750	7.0	—1.9
18	18	Curtain Time	2,710	6.9	—0.9
19	23	A Life in Your Hands	2,671	6.8	—0.5
20	14	Mr. & Mrs. North	2,632	6.7	—1.3
EVENING, MULTI-WEEKLY (Average for all programs)			1,218	3.1	0.0
1	2	Counter-Spy	2,514	6.4	+1.0
2	1	Lone Ranger	2,435	6.2	0.0
3	4	News of the World	1,689	4.3	+0.1
WEEKDAY (Average for all programs)			1,768	4.5	—0.6
1	15	My True Story (Sterling)	2,868	7.3	+0.6
2	1	Arthur Godfrey (Ligg. & Myers)	2,828	7.2	—2.5
3	3	Right to Happiness	2,750	7.0	—0.9
4	14	Our Gal, Sunday	2,710	6.9	+0.1
5	4	Pepper Young's Family	2,710	6.9	—0.7
6	10	My True Story (Libby)	2,632	6.7	—0.4
7	5	Backstage Wife	2,593	6.6	—0.7
8	8	Young Widder Brown	2,514	6.4	—0.8
9	13	Ma Perkins (CBS)	2,514	6.4	—0.5
10	9	When a Girl Marries	2,514	6.4	—0.7
11	11	Stella Dallas	2,475	6.3	—0.7
12	18	Big Sister	2,357	6.0	—0.4
13	12	Aunt Jenny	2,357	6.0	—0.9
14	2	Arthur Godfrey (Nabisco)	2,357	6.0	—1.9
15	7	Wendy Warren	2,278	5.8	—1.4
DAY, SATURDAY (Average for all programs)			1,964	5.0	—0.8
1	1	Grand Central Station	3,457	8.8	+0.4
2	3	Stars over Hollywood	3,417	8.7	+0.7
3	2	Armstrong Theatre	2,946	7.5	—0.6
DAY, SUNDAY (Average for all programs)			992	2.5	+0.1
1		Martin Kane, Private Eye	2,475	6.3	
2	1	House of Mystery	2,475	6.3	—0.5
3	2	Chorallers	1,296	3.3	—0.5

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NOTE: NUMBER OF HOMES IS OBTAINED BY APPLYING THE "NIELSEN-RATING" (%) TO 39,281,000—THE 1949 ESTIMATE OF TOTAL UNITED STATES RADIO HOMES.
(†) HOMES REACHED DURING ALL OR ANY PART OF THE PROGRAM, EXCEPT FOR HOMES LISTENING ONLY 1 TO 5 MINUTES.

ARK. RENEWALS

FCC Gives Hearing Issues

ISSUES were announced by FCC last week for the consolidated hearing it has ordered upon license renewal applications of four Arkansas stations—KXLR North Little Rock, KWEM West Memphis, KHOZ Harrison and KWAK Stuttgart. All presently are on temporary license extensions.

No date has been set for the investigation, FCC said. The issues, involving ownership and related matters, are as follows:

1. To determine who are the present owners of the stock of the applicant corporations and when and from whom said stock was acquired.

2. To determine whether the licenses granted to the applicant corporations or the rights or responsibilities incident thereto, have been in any manner, either directly or indirectly, transferred, assigned, or disposed of without the consent of the Commission, as provided by the Communications Act of 1934, as amended, and particularly Section 310(b) thereof.

3. To determine whether the statements and representations made in the various applications, documents, and reports filed with the Commission on behalf of the applicant corporations by its officers, directors, and/or agents, have fully and accurately reflected the facts concerning the ownership and distribution of the stock of the company.

4. To determine whether the applicant corporations, officers, directors, stockholders, and/or agents, or either of them, have made false statements and representations to the Commission as to the ownership, transfer, and/or control of the stock of the applicant.

5. To determine whether all contracts and agreements which have been entered into by applicants' officers, directors, stockholders, and/or agents, relative to the sale and transfer of the stock of the applicant corporation or the financing thereof have been reported to the Commission as required by the Rules and Regulations.

6. To determine whether in view of the facts adduced under the foregoing issues, public interest, convenience, or necessity would be served by granting the above-entitled applications.

NARBA

(Continued from page 24)

of AM facilities in this country as well as neighboring nations, according to FMA. It added that FM can be developed in the U. S. to any degree without seriously affecting other NARBA nations. FMA termed the conference "a second chance to put the sound broadcasting industry in this country on a new and superior footing by turning to FM."

When the NARBA conference opened Tuesday, Lionel Chevrier, Canadian minister of transport and chairman of the Canadian delegation, called for cooperation among the nations. He recalled that in 1937 when the first Havana meeting convened there were 1,300 stations on 107 channels on the continent compared to 2,500 at present, with still only 107 channels available.

He said there were 28 million radio sets on the continent in 1937 compared to the present "almost 40 million" (a figure only about half the total number of sets in the U. S. alone).

Hyde Traces History

FCC Comr. Rosel Hyde, as chairman of the U. S. delegation, traced the history of North American radio agreements. He deplored the absence of Mexico and Haiti but felt this "does not in any way indicate a lack of willingness or desire on the part of these countries to cooperate fully in our further efforts to meet problems such as those which confront us here, and I have full confidence that we shall have the future cooperation of both countries in this respect."

Dr. Arturo Illas, chairman of the Cuban delegation, expressed belief that cooperation can be found "in just and equitable assignments." He declared Cuba does not regret "the inequitable sacrifices she made at the last conference" but came to Montreal to sign a new document.

Dr. Eduardo Estrella, Dominican Republic delegate, added his voice to the note of cooperation. Allan D. Hodgson, director general of aeronautical telecommunications, heads the Bahaman delegation.

Canadian Chairman Chevrier was elected conference chairman but declined because of the pressure of business as Parliament convenes. Comdr. C. P. Edwards, Canadian deputy minister of transport for air and vice chairman of that delegation, was elected conference chairman.

Bahaman Resolution

A Bahaman resolution regretting absence of Mexico and extending a new invitation to attend, seconded by Comr. Hyde, was adopted.

Regarded as highly significant by U. S. delegates was adoption of the conference agenda, calling for "complete revision of the Havana conference treaty and interim agreement."

COWBOY Star Hopalong Cassidy, William Boyd, discusses his new MBS adventure series while in New York. L to r: George Benson, MBS national sales manager; Howard Chapin, director of advertising for the General Foods Sales Corp., show's sponsor; Mr. Boyd; Clarence E. Eldredge, general manager of Post Cereal Div. of General Foods, and Robert Brinkerhoff, account executive for Young & Rubicam, agency handling show.

STATUS REPORT

Senate Group Requests Data From FCC

A STATUS report spelling out the number of current broadcast applications before FCC and the expediency with which it has reached decisions on both hearing and non-hearing cases was formerly requested from the Commission last Wednesday by the Senate Interstate Commerce Committee.

This action was directed by the full committee, headed by Sen. Edwin C. Johnson (D-Col.), and initiated by Sen. Ernest McFarland (D-Ariz.) in a letter to FCC Chairman Wayne Coy seeking out reasons for delay in decisions and approximate dates they may be expected.

Sen. McFarland sought from FCC the number of broadcast cases on which hearings were held six months or more prior to Sept. 1, 1949, on which a final decision was not issued prior to that date; broadcast cases on which hearings were not deemed necessary and were not held which have been pending before FCC for three months or more prior to Sept. 1, on which a final decision was not issued prior to that date; broadcast construction permits pending on Sept. 1.

Sen. McFarland, chairman of the Senate Commerce communications sub-committee and author of a bill (S 1973) to reorganize the Commission along procedural lines, reminded Chairman Coy that under a standing Senate resolution a subcommittee was named to study all communications matters including "operations and functioning" of FCC for report to the full committee.

The resolution (S Res 50), introduced last February, provides for study of the "manner" in which FCC "exercises its licensing authority", and extent to which it examines applicants' qualifications, and operation, actual or proposed, of radio stations, among other aspects.

In making his request, Sen. McFarland apparently was calling upon the Commission to get squared away on certain provisions of his own communications bill, now before the House Interstate & Foreign Commerce Committee (see separate story).

He wanted to know the "reason why final action has not been taken" before Sept. 1 and the "expected approximate date of final Commission action," on cases involving hearings held before March 1, and on non-hearing cases pending before June 1. Sen. McFarland also called for a "brief reason" for each extension of construction time in the case of CP's and whether the action was by the Commission or its staff.

The Senate directive was interpreted to indicate further general Congressional concern over the backlog of applications pending before FCC, which its officials point out have been materially reduced within the past four or five months. This concern was prevalent, not only in hearings before the Senate Commerce group on the McFarland measure, but also in others, viz., the Webster confirmation, FCC annual appropriations, etc.

Text of committee letter:

1. State the number of broadcast cases on which hearings were held six months or more prior to Sept. 1, 1949, on which a final decision was not issued prior to Sept. 1, 1949;

a. List each such case by an identifying title and geographic location, stating date of application; date of hearing; date of proposed decision, if any; date of oral argument, if any; date of final decision, if any; date of reargument and or rehearing, if any; date of supplemental proposed decision, if any; date of reargument thereon, if any; date of final decision (explaining briefly reason for each such procedural step); present status; position on processing lines; reason why final action has not been taken; and expected approximate date of final Commission action.

2. State the number of broadcast cases on which hearings were not deemed necessary and were not held which have been pending before the Commission for three months or more prior to Sept. 1, 1949, on which a final decision was not issued prior to Sept. 1, 1949.

a. List each such case by an identifying title and geographic location, stating date of application, present status, position on processing lines, reason why decision has not been made, and expected approximate date of final Commission action.

3. State the number of broadcast construction permits pending on Sept. 1, 1949, identifying by title and geographic location each such construction permit, date it was originally granted, number of times and the date on which it was renewed and brief reason for each such renewal, by whom renewed (i.e., by the Commission or by staff action), the actual status of construction as of Sept. 1, 1949.

GENERAL FOODS

Takes Hopalong Cassidy

GENERAL FOODS, New York (Post Bran division), through Young & Rubicam, that city, has signed a five year contract with options with Commodore Productions, Hollywood, to sponsor *Hopalong Cassidy* in all except six western states starting Jan. 1, via MBS [CLOSED CIRCUIT, Sept. 5].

The program, which has been airing for approximately 14 months on a transcribed basis, is currently sponsored on the Don Lee Network in six western states by Dr. Ross Dog Food. Latter firm will retain its rights in that area. With start of the new series, production will be via tape.

WBCC-FM OPENS

Increases Station Sales 20%

WBCC-FM Bethesda, Md., Washington suburb, took the air Thursday (Sept. 15) on 103.1 mc. The FM station is operated simultaneously with WBCC during daytime hours. After WBCC leaves the air, WBCC-FM will continue until 9 p. m., featuring good music, sports and special events in the Bethesda-Chevy Chase area.

Willard D. Egolf, WBCC president, said the FM station was paid for entirely from new advertising revenue. Contracts signed by advertisers on condition WBCC add FM served to increase station business 20%. Mr. Egolf said this response reflects strong community support and a good business outlook for the Bethesda-Chevy Chase area.

KWRZ CLOSING

Date Postponed by FCC

DEADLINE for KWRZ Flagstaff, Ariz., to cease operations has been postponed by FCC from Sept. 15 to Oct. 15 pending study of the station's petition for reconsideration of the Commission order deleting the outlet [BROADCASTING, Aug. 22, Sept. 12].

FCC ordered KWRZ off the air on grounds it was an unlicensed operation in view of alleged transfer of control and ownership without Commission approval. KWRZ's owners, in their petition for reconsideration, held that FCC acted unlawfully and upon unsworn evidence which was contradicted by sworn data on file at the Commission.

NEW YORK Police have commended WOR New York for its "Turn in Your Guns" drive. Campaign urges war veterans to turn in their arms souvenirs to have firing devices removed.

McFARLAND

Slim Hope for Hearings This Session

ACTING CHAIRMAN George Sadowski (D-Mich.) of the House Commerce communications subcommittee last week held out little hope for consideration of the McFarland FCC-reorganization bill during this session, but at the same time left open a crack in the door hinging on possible adjournment of Congress by mid-October.

Simultaneously he reiterated the full committee's intent to review thoroughly the communications subject when most of its members return from Europe next week and after the House returns from its month-long recess. The House is scheduled to reconvene Wednesday.

Date for the meeting with Chairman Robert Crosser (R-Ohio) of the House Interstate & Foreign Commerce Committee has not been set, but conceivably will take place sometime next week. Rep. Crosser also will confer with House Speaker Sam Rayburn (D-Tex.) on the House agenda with an eye cocked toward an Oct. 15 adjournment, Rep. Sadowski said.

Action on the measure (S 1973), authored by Sen. Ernest McFarland (D-Ariz.), depends on two factors: (1) Forthcoming agenda of Congress and in particular the House; (2) sentiment of Commerce group members with respect to the depth of the probe of the Communications Act. Chairman Crosser and other committee members are believed (and in some cases known) to favor complete and extensive hearings, which they feel should not be sacrificed simply for cursory approval and passage by this session of Congress.

Modification Expected

There also was growing speculation that provisions of the McFarland bill, when finally taken up, may be modified considerably from the version as referred to the House committee. Spokesmen said some of the committee members definitely were not satisfied with the measure as it now stands.

There is feeling that all viewpoints on the bill were not manifest during hearings by the Senate Interstate & Foreign Commerce group, and that the bill as reported to Senate with provisions not included in the original version negated otherwise militant opposition. [CLOSED CIRCUIT, Sept. 12].

FCC is openly concerned over certain provisions of the bill, notably sections imposing deadlines on FCC actions; the ban on job-jumping by Commissioners and their assistants, extended to include assistants of the general counsel, chief engineer and chief accountant; and others including pay cuts for Commissioners' secretaries from the present $5,482 to $4,000.

One of the sections almost certain to be modified or deleted is the clause on pay raises to which the Civil Service Commission has expressed opposition. While CSC is openly adverse to that provision as a matter of principle, certain FCC officials are reportedly indifferent in view of the promise of passage of classification and executive pay bills which stand to put Commissioners and their administrative assistants in better financial stead.

Civil Service Commission authorities last week declined direct comment on CSC's reactions to the pay clause of the McFarland bill, but acknowledged that ordinarily the Commission would be adverse to any legislation containing exceptions for (1) any agencies and (2) certain positions set aside in pay raise provisions.

With respect to FCC they pointed out that, as with all government agencies, there are "exemptions" to civil service laws, but that practically all FCC posts fall within CSC jurisdiction as to selection. (All fall under CSC pay grades.) Secretaries and stenographers sometimes are appointed without benefit of recourse to CS registrations, falling under internal procedures of independent establishments such as FCC.

CSC Objects

Civil Service authorities are known to have already expressed their dismay over Sen. McFarland's inclusion of salary provisions for FCC's general counsel, chief engineer and chief accountant, and their respective assistants—in fact, starting from Commissioners and ending with staff secretaries. They feel that pending classification and executives (covering Commissioners) measures cover pay raises, and that no agency should be singled out for special consideration.

The Senate Interstate & Foreign Commerce committee, which held hearings on the McFarland bill last June [BROADCASTING, June 20], including members of the Commerce subcommittee, feel that certain positions should be exempt and that S 1973 properly realigns certain salary levels with respect to the relationship between top-policy-makers (Commissioners) and certain administrative posts. Pending classification measures do not correct that inequity, they contend.

The spread between "policy-maker" or Commissioner salaries in the executive pay bill HR 1689 and that of top employes in the comparable classification bill, which supposedly deals with rank-and-file workers, is thought to be inadequate in some legislative quarters—merely $1,000.

Civil Service Commission prescribes the grades, presently being realigned, and salaries to cover each classification. Speculation on potential salaries of FCC's top administrative bracket is based on the progression of pay levels which obviously would ensue should the classification and companion executive measures be enacted by Congress.

Milestones

► Considered the oldest continuous network religious program in the U. S., *The Catholic Truth Period* on the Yankee Network has celebrated its 20th anniversary. Series was inaugurated and is still directed by Rev. Michael J. Ahern, S. J.

► Small cake, iced and lettered with a message of the fifth birthday of CKEY Toronto, was sent to executives in the advertising industry in Toronto by the station.

► Rev. Dr. Ralph W. Sockman is starting his 14th year as presiding minister of NBC's *National Radio Pulpit* Sunday, Oct. 2, 10-10:30 p.m. He is pastor of New York's Christ Church.

► Seventh anniversary of the debut on CBS of organist E. Power Biggs, winner of the *Musical America* Annual Reader's Poll as outstanding radio organist every year since 1946, is to be celebrated on Sunday, Sept. 25, from 9:15-9:45 a.m.

* * *

BROADWAY'S radio personality, Walter Winchell, celebrates his 18th consecutive season over the air by cutting the cake presented him by ABC's staff. L to r are Stanley Warren, publicity; Thomas Velotta, network vice president; Donald Coe, news editor; Mr. Winchell; Mark Woods, president; Rose Bigman, Mr. Winchell's "Girl Friday"; Jesse Mans, news writer; Ernie Cuneo, Mr. Winchell's associate; Paul Sheffels, assistant to Mr. Velotta and producer of the Winchell program, and Arthur Donegan, assistant director of publicity.

HARD LIQUOR

Schenley Decision Soon

SCHENLEY deliberations on a radio campaign on behalf of its hard liquors continued last week without any final determination, a company spokesman said at week's end.

It was believed, however, that a decision which would answer "all the questions now in the air" would be made very soon.

Earlier in the week, at Fort Worth, Tex., Robert E. Kintner, executive vice president of ABC, told 21 Texas ABC affiliates the network would not accept hard liquor advertising although ABC considered it had the legal right to do so.

"We have had discussions on accepting programs sponsored by a liquor company," he said, "but have decided against their acceptance at the present time because of a variety of factors. There is at the present a divided feeling on the part of the liquor industry itself. Various important organizations and significant segments of public opinion throughout the country have evidenced their strong disapproval of such sponsored programs, and there have been certain indications that, if liquor advertising over the radio were accepted now, a campaign to prohibit the advertising of wine and beer on radio would be undertaken, both nationally and on a state level.

"We feel that any further restrictions on the operation of radio would not be in the public interest.

"ABC does not feel that there has been a sufficient review of all the factors involved to permit a change in policy allowing programs advertising hard liquor. We will therefore, for the present, retain the existing prohibition."

XUM

YOU MIGHT THROW A BASEBALL 426 FEET*—

BUT . . .

YOU NEED WKZO-WJEF TO PITCH FOR YOU IN WESTERN MICHIGAN!

WKZO, Kalamazoo, and WJEF, Grand Rapids, are Western Michigan's top stations. Each gets *highest Hooperatings* in its home city (38.4% and 26.8% respectively for Total Rated Periods, Mar.-Apr. '49). And BMB figures show that this strong CBS combination delivers an equally loyal *rural* audience, as well.

In addition to WKZO-WJEF's leadership in *number of listeners*, they lead also in *values*—cost 20% less than the next-best two-station choice in Kalamazoo and Grand Rapids.

Write to us or ask Avery-Knodel, Inc., for all the facts. They prove that WKZO-WJEF is *far and away the best buy in Western Michigan.*

**Sheldon Lejeune threw a baseball 426' 9½" on October 12, 1910, in Cincinnati, Ohio.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Plain Talk

(Continued from page 25)

something given freely by users of radio through ballots and not something prepared through an audit at a newspaper office, as in the case of the Audit Bureau of Circulations.

Urging stations to guard against letting competing newspapers get away with advertising their circulation versus radio listenership, he pointed out that circulation figures fail to show whether a paper actually has been read or was used just as wrapping paper.

Dr. Baker said the new BMB study would include an FM memorandum showing the extent of a station's coverage beyond AM.

Judge Miller provoked discussion at the Thursday morning session by asking for opinions as to what certain large stations are accomplishing by withdrawing from the NAB, presumably so they won't have to share their know-how with competing stations.

A half-dozen station managers, including two from cities where stations have withdrawn from the association, condemned such stations on the ground they are working to the detriment of the industry as a whole.

Earlier Mr. Mitchell had criticized station managers for their failure to keep in constant touch with local advertisers, charging many of them play hard-to-get and merely make expense-account appearances in New York and Chicago.

Department Store Mention

He presumed new managers have met all of their potentially big advertisers in person. Pursuing a familiar theme, he described the department store advertising director as a beat-up newspaper layout man equipped only with T-square and pencil. He said they often reject radio because they fear they won't be able to apply it properly, hesitating to depart from newspapers which they have come to regard as sure fire. He suggested contacting department store buyers who could create a demand for a radio budget.

In addition to Judge Miller, Friday speakers were Richard P. Doherty, director of the NAB Employe-Employer Relations Dept., and Carl Haverlin, BMI president. Mr. Caley presided.

Convention chairman was Ben Laird president of WDUZ Green Bay.

Following is registration:

Kenneth Baker, BMB; Doug Berg, Adlibs, Duluth; Hugh L. Boice Jr. WEMP Milwaukee; Robert Burow WDAN Danville; Charles C. Caley, WMBD Peoria; Charles R. Cook, WJPF Herrin; Harold Dewing WCVS Springfield; George R. Cook, WLS Chicago; Howard Emich WMAM Marinette; George Frechette WFHR Wisconsin Rapids; Jerry Gill, Associated Press, Omaha; George Greeley WOSH Oshkosh.

Hugh M. Grauel, World, Chicago; Gus Hagenah, Standard Radio, Chicago; John Harvey WDMJ Marquette; Carl Haverlin, BMI New York; Oscar Hirsch WKRO Cairo; William Holm WLPO La Salle; Bert Horswell, MacGregor, Hollywood; Glen Holznecht WJPG Green Bay; Leslie Johnson WHBF Rock Island; Francis Kadow WOMT Manitowoc; Ben Laird WDUZ Green Bay; C. Howard Lane, WJJD Chicago; John Langlois, Lang-Worth, New York; Ted Leitzell WEFM Chicago; Harry Le Poidevin WRJN Racine; Merrill Lindsay WSOY Decatur; Ray Livesay WLBH Mattoon; Bert Lown, Associated, New York; Joseph Mackin WMAM Marinette; Irving Mattaway, Radio TV Publicity, Chicago; Justin Miller, NAB; Maurice Mitchell, BAB; Harold Murphy, Blackburn - Hamilton, Milwaukee; Robert Nelson WDUZ Green Bay; Harold Newcomb WRJN Racine; L. G. Pefferle WCVS Springfield; Bill Reilly, RCA; Clay Rossland, Weed & Co., Chicago; Hugh Rowlands WOBT Rhinelander; Harold Safford WLS Chicago; Fred Sample WNAM Neenah; Bert Squire, BMI Chicago; R. J. Staffeld WDMJ Marquette; Ed. Stevens, United Press, Chicago; Clair Stone WBAY Green Bay; Gerald Swisher, Associated Press, Chicago; Bill Thompson, BROADCASTING, Chicago; Ray Ulbrich WDMJ Marquette; Paul Vargo WOBT Rhinelander; Mary M. Walter WJPG Green Bay; John M. Walter WJPG Green Bay; Don C. Wirth WNAM Neenah.

HELMS ATHLETIC FOUNDATION award for "noteworthy contributions to sports" is received by Harry Wismer (r), ABC sports commentator and WJR Detroit general manager, at a luncheon in Los Angeles last week. Foundation Chairman Bill Schroeder makes the presentation. Ceremonies were aired over the network.

Upcoming

NAB DISTRICT MEETINGS

Sept. 19-20: Dist 11, Radisson, Minneapolis.
Sept. 26-27: Dist. 10, Savery, Des Moines.
Sept. 29-30: Dist. 12, Allis, Wichita, Kan.
Oct. 3-4: Dist. 13, Adolphus, Dallas.
Oct. 6-7: Dist. 6, Peabody, Memphis.
Oct. 13-14: Dist. 5, Roosevelt, Jacksonville, Fla.
Oct. 17-18: Dist. 4, Carolina Inn, Pinehurst, N. C.
Oct. 25-26: Dist. 3, Skytop Lodge, Skytop, Pa.
Oct. 27-28: Dist. 2, Berkeley-Carteret, Asbury Park, N. J.
Oct. 31-Nov. 1: Dist. 1, Somerset, Boston.
Nov. 21-22: Dist. 8, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 1-2: Dist. 15, Mark Hopkins, San Francisco.
Dec. 5-6: Dist. 14, Utah, Salt Lake City.
Dec. 14-15, Dist. 17, Benson, Portland, Ore.

* * *

Sept. 18-20: Advertising Federation of America's Southwest District meeting, Biltmore Hotel, Oklahoma City.
Sept. 21-22: AWB Dist. 10, Muehlebach Hotel, Kansas City, Mo.
Sept. 24: AWB Dist. 3, Harrisburger Hotel, Harrisburg, Pa.
Sept. 26-28: National Electronics Conference, Edgewater Beach Hotel, Chicago.
Sept. 30-Oct. 2: AFA Inter-city conference of Women's Advertising Clubs, Hotel Cleveland, Cleveland.
Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.
Oct. 4-5: AAAA Annual Eastern Conference, Hotel Roosevelt, N. Y.
Oct. 10-12: Assn. of National Advertisers convention, Waldorf-Astoria Hotel, New York.
Oct. 14: AAAA Annual Central Council Meeting, Hotel Drake, Chicago.
Oct. 16: North and South Carolina Broadcasters Assns. joint meeting, Southern Pines, N. C.
Oct. 16-18: AAAA Annual Pacific Council Meeting, Arrowhead Hot Springs Hotel, San Bernardino, Calif.
Oct. 16-19: Radio-TV-Motion Picture Clinic, American Chamber of Commerce Executives national convention, Seattle.
Oct. 16-19: Pacific Coast Council of Southern California AAAA chapter convention, Arrowhead Springs Hotel, Arrowhead Springs, Calif.
Oct. 20: AWB Dist. 9, Sherman Hotel, Chicago.
Oct. 27-29: Audio Engineering Society "Audio Fair," Hotel New Yorker, New York.
Oct. 28-29: Kansas City Section of Institute of Radio Engineers, President Hotel, Kansas City, Mo.
Oct. 31-Nov. 2: IRE-RMA Engineering Dept. meeting, Hotel Syracuse, Syracuse, N. Y.
Nov. 4: AFA 5th District, Indianapolis, Indiana.
Nov. 4-5: AFA 6th District, Racine, Wis.
Nov. 5-6: AWB Dist. 2, Hotel Astor, New York.
Nov. 9-10: Second General Radio and Television Conference of the Lutheran Church, Missouri Synod, Claridge Hotel, Chicago.
Nov. 11-13: NARND Convention, New York.
Nov. 19-20: AWB District 13, convention, Radio House, U. of Texas, Austin, Tex.

WIP Philadelphia executives receive advice from Mary Biddle, newly appointed women's director, on plans for programs appealing to women. L to r: Gordon Gray, vice president; Miss Biddle; Murray Arnold, program director, and Benedict Gimbel Jr., president and general manager. Miss Biddle, Bryn Mawr and U. of Florence, Italy, graduate and an experienced radio and news woman, will conduct *The Chatterbar with Mary Biddle*.

ABC VS. KOB

FCC Hears Channel Issue

ORAL ARGUMENT was held Monday before FCC *en banc* on ABC's long effort to remove KOB Albuquerque from 770 kc clear channel used by the network's WJZ New York [BROADCASTING, Sept. 12].

ABC charged that further extension of KOB's special service authorization for 770 kc operation may imperil retention of the channel's classification at the negotiations in Montreal to revise the North American Regional Broadcasting Agreement and would be an invitation to other countries to propose such a change.

ABC held that the SSA should not be extended longer than Dec. 1. The network explained that when it agreed in 1945 not to protest further the temporary SSA arrangement, it did so with the belief the clear channel decision would be given by 1946 to settle the issue.

KOB argued the delay was not its fault and contended the SSA should still be extended until the clear channel case is decided, and in turn, a decision then given on its application for regular assignment on 770 kc with 50 kw. KOB is assigned 1030 kc, 1-B channel of WBZ Boston, but because of alleged interference had been on 770 kc under the SSA with 50 kw day, 25 kw night since 1941.

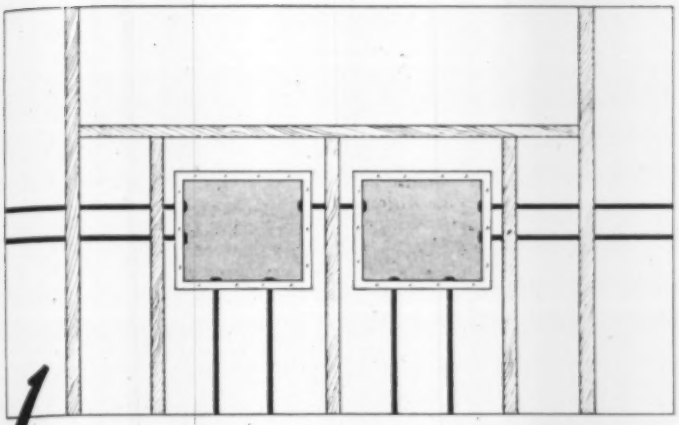
INDUSTRY OSCAR

Award Goes to Sylvania

SYLVANIA ELECTRIC Products Inc., New York, in recognition of its "best 1948 annual report of the electronics industry," will receive the bronze "Oscar of Industry" trophy at the annual awards banquet Oct. 31 at New York's Hotel Statler.

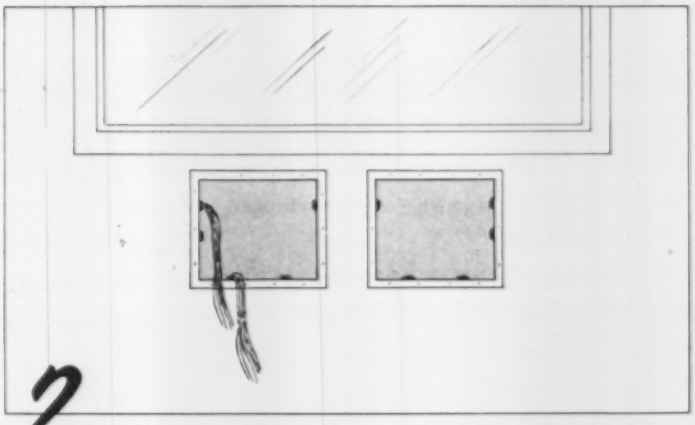
Weston Smith, executive vice president of *Financial World* and originator of the nine-year standing annual report surveys, among which the Sylvania report was judged best by an independent board of judges, will present the "Oscar." Awards were made in 100 industrial classifications for "best of industry" winners.

Installing a 25B is easy, fast, inexpensive!



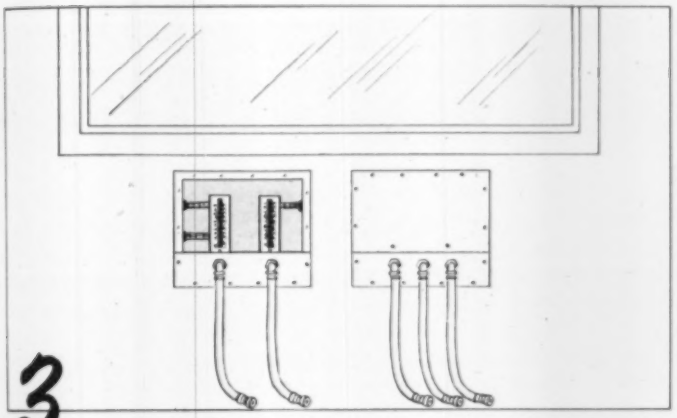
1

No need to design, buy and wait for junction boxes. They're furnished with the 25B! Your electrician just takes the shells of the boxes (with terminal and cable assemblies removed), mounts them in place and runs conduit to them—all in a minimum of time.



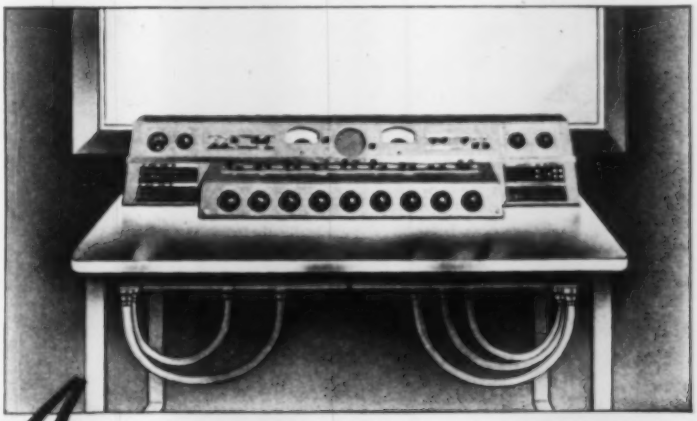
2

While the plasterer is doing his work, there's no equipment in the room to be damaged. When plastering is finished, it's an easy matter to pull wire through the conduit. The electrician works freely—unhampered by the presence of terminal assemblies or console.



3

The two completely wired terminal and plug-in cable assemblies are mounted in the shells in a few minutes' time. External wiring is then connected—easily and neatly—to terminal strips. Cover plates are then attached (box at right is shown with cover in plane).



4

When workmen have finished, and you're ready for operational tests, unpack your 25B and plug the cable assemblies into the receptacles on the console. Note that the 25B remains *out* of the room till rough work is over—it stays free from scratches, dirt and paint drippings.

The 25B saves you time and money in installation because it's the *only* standard Speech Input Console supplied complete with wall junction boxes, terminal assemblies and plug-in connectors.

Here are some *other* reasons why you'll find the 25B a mighty good buy!

It provides highest quality studio control for AM, FM and TV audio—has high signal-to-noise ratio and exceptionally low distortion. The wide frequency range of the 25B exceeds FM requirements.

It handles two programs simultaneously without interference.

It's easy to operate, easy to maintain—all components are readily accessible.

For full information on the 25B—*or for immediate delivery*—call your nearest Graybar Broadcast Representative. Or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

Distributed by Graybar — Offices in 100 Principal Cities

—QUALITY COUNTS—

Western Electric

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Co.
IN CANADA—Northern Electric Company, Ltd.

RADIO AWARDS

CCNY Says None In 1949

(See editorial, page 44)

CITY COLLEGE of New York will not make its usual radio awards for 1949, Dr. Robert A. Love, director of the evening and extension division of the CCNY School of Business and Civic Administration, announced last week.

Announcement was contained in a letter sent to advertising and radio executives together with a printed folder reporting on the college's fifth annual Radio-Television and Business Conference, held last spring [BROADCASTING, April 4]. The announcement noted that the conference "achieved two purposes: First the bringing together of representatives of all phases of the industry for frank consideration of its objectives; and secondly, the recognition of commercial achievement by the presentation of the CCNY Radio Awards set up by us to serve the radio industry."

Dr. Love continued: "The establishment of our conference and awards five years ago was followed by a great number of annual awards in the field. Since preparing the presentations for the awards occasions an additional expense for you, it is our sincere belief that we can best serve you now by being the leaders in a movement to reduce the excessive number of annual contests, thus helping you reduce your outlay. Therefore, we are suspending our annual radio awards for 1949."

August Box Score

STATUS of broadcast station authorizations and applications at FCC as of August 31 follows:

	AM	FM	TV
Total authorized	2,193	842	115
Total on the air	2,032	741	77
Licensed (All on air)	1,990	405	18
Construction permits	203	426	101
Conditional grants		10	
Total applications pending	1,111	237	394
Requests for new stations	364	53	349
Request to change existing facilities	290	38	15
Deletion of licensed stations in August	2	0	
Deletion of construction permits	1	14	2

WBNS SPOTLIGHT

CENTRAL OHIO LISTENERS DEPEND UPON WBNS FOR SPORTS COVERAGE—

Columbus and Central Ohio are "Sports Crazy" . . . And for sports, like so many other events, they tune in WBNS. No station in Central Ohio can come near equalling this coverage. The Fall schedule includes the Ohio State University Football Games, High School Huddle, Cleveland Browns Pro Football, Leahy of Notre Dame, Red Barber's Clubhouse, Wes Fesler Talks Football, Paul Brown On Football, Bill McKinnon's Shell Digest and others. A sports fare served hot off the griddle to appease the appetites of the rabid fans in this community. Sports is only one of the many reasons why Central Ohio's favorite in radio is WBNS.

1949 OHIO STATE FAIR—A BIG EVENT WITH WBNS PLAYING A PROMINENT PART

This year the Ohio State Fair at Columbus was the greatest in history . . . And WBNS was there with its talent and inimitable showmanship. Folks from all parts of Ohio and the nation packed the WBNS outdoor playhouse to see and hear their favorite radio personalities. It was a superb public relations feature that helped build audience and good will for the station and its advertisers.

RUBENS CLOTHIERS—ANOTHER WBNS "EARLY WORM" SUCCESS STORY—

Irwin Johnson, the WBNS "Early Worm" has a way with him that has kept Central Ohio folks tuned to his program for ten years . . . In that ten years Rubens Clothiers have been one of the many consistent "Early Worm" sponsors . . . And, they have cashed-in, too . . . From a small store they have expanded until today they rate as one of Columbus' leading men's clothiers. Rubens success has been duplicated many times by WBNS advertisers.

IN COLUMBUS IT'S

COVERS CENTRAL OHIO

WBNS

POWER 5000 D•1000•N CBS

ASK JOHN BLAIR

MONOPOLY UNIT

Drops Radio Probe Plans

PROPOSED plan for an isolated study this fall of monopoly aspects of the communications field has been abandoned, at least temporarily, by the House monopoly power subcommittee, spokesmen indicated last week shortly after the House Judiciary Committee issued a future program report to Congress.

General purpose of the hearings, slated to get underway late next month, will be consideration and formation of various proposals designed to strengthen the nation's anti-trust laws.

Authorities said the radio industry would not be examined per se and that no witnesses had been sheduled for the fall hearings, if they are held as scheduled, notwithstanding adjournment of Congress by that time. They stressed, however, that radio conceivably might be touched upon indirectly during the course of testimony by other witnesses.

Radio could be included when the subcommittee explores the uses of patents to promote or sustain monopolies contrary to the public interest. Information also is being sought from the Justice and Commerce Depts. looking toward that end, it was reported. The whole question of patents has long been a source of irritation in some Congressional quarters.

WAB Elections

WILLIAM GUILD, CJOC Lethbridge, Atla., was re-elected president of the Western Assn. of Broadcasters at its convention at Banff, Sept. 8-10. He also is chairman of the board of the Canadian Assn. of Broadcasters. Directors elected to WAB board were F. H. Elphicke, CKWX Vancouver; E. A. Rawlinson, CKBI Prince Albert; and William Rae, CKNW New Westminster.

WM. F. HUFFMAN

WFHR Owner Is Heart Victim

WILLIAM F. HUFFMAN, 54, owner of WFHR and WFHR-FM Wisconsin Rapids, Wis., and publisher of the *Wisconsin Rapids Tribune*, died Sept. 8 in that city from a heart attack. He had been ill about three weeks.

Mr. Huffman, who entered radio in 1940 by establishing WFHR, was instrumental in organizing the Wisconsin Network among a group of independently-owned stations in June 1942. He served as its president from that year up to the time of his death.

Born in Iowa, Aug. 13, 1895, Mr. Huffman launched into journalism while in high school at Denver, Col., serving as correspondent for the *Denver Evening Times* and *Rocky Mountain News*. Later he was reporter for the *Rockford* (Ill.) *Republic* and editor of the Beloit College paper. Early in 1917, he organized a student group to serve as ambulance drivers for the French army, and was decorated with the Croix de Guerre. Later in the year, Mr. Huffman was commissioned a lieutenant with the U. S. Army.

Mr. Huffman is survived by his wife, Louise; a son, William F. Jr., senior at the U. of Wisconsin, and a daughter, Mary Louise, member of the *Wisconsin State Journal*, Madison, advertising staff. WFHR observed a one-minute period of silence and *The Tribune* closed shop early Sept. 10 when funeral services were held. George T. Frechette continues as general manager of WFHR and WFHR-FM, the position he has held since the station started in 1940.

NORMAN OSTBY

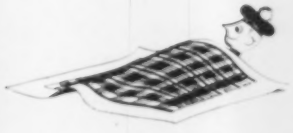
Replaces Adair at Don Lee

NORMAN J. OSTBY, formerly assistant to ABC western division vice president, has joined Don Lee Broadcasting System as sales service manager, Willet Brown, president, has announced.

Mr. Ostby

Mr. Ostby replaces Carlton Adair, who shifts to the newly created post of program service manager, Mr. Brown said. Mr. Ostby first joined NBC New York in 1938 as a network account executive, and later was instrumental in organizing and operating the sales service and traffic departments of the Blue when it was separated from NBC. In 1942 he shifted into station relations and in 1946 was transferred to Hollywood as administrative assistant to the western vice president. He resigned last February to enter the business of manufacturing custom-made television sets.

For the most economical

complete coverage  of the West's

2 largest Markets, buy Don Lee KHJ

in Los Angeles and Don Lee KFRC

in San Francisco with 25 years'

selling experience. KHJ and KFRC

are key stations of Mutual-Don Lee, the

World's Greatest Regional Network

with 45 stations to cover the Coast.

MUTUAL-DON LEE is represented nationally by JOHN BLAIR and COMPANY

A super-Hooper station in a super-dooper market!

represented

MRS. M. E. MEGARGEE
President

GEORGE D. COLEMAN
General Manager

MISS MADGE A. MEGARGEE
Vice President

FRANK MONAGHAN
Program Director

R. E. McDOWELL
Station Manager

KEN BEGHOLD
"Early Bird Program"

TOM POWELL
"Bond News"

WGBI

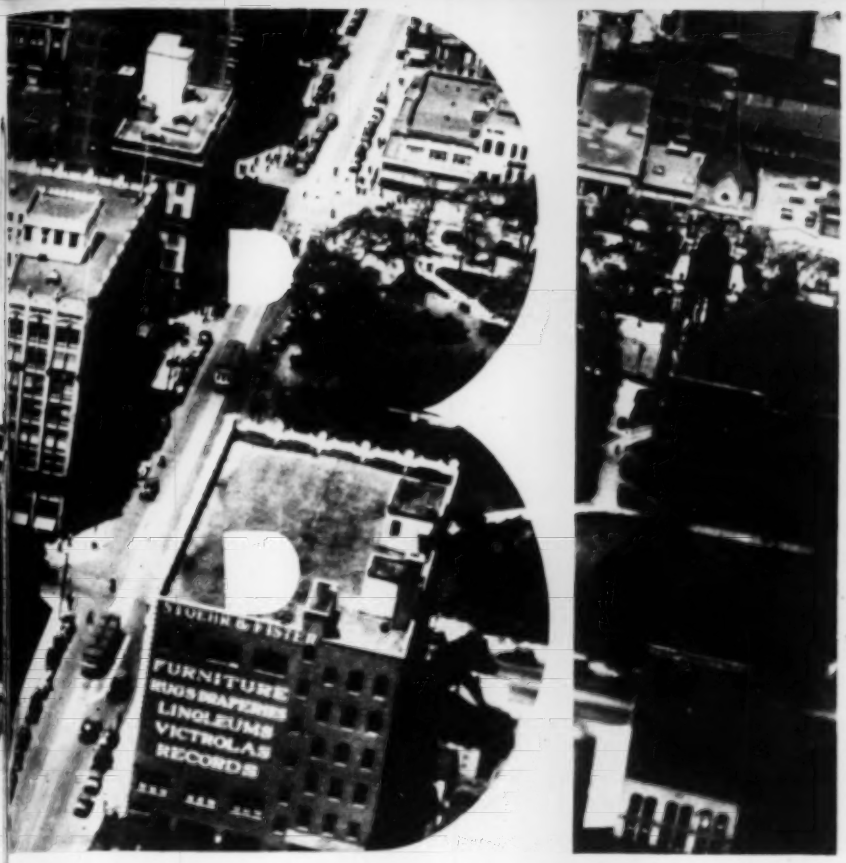
SCRANTON, PENNSYLVANIA

MRS. M. E. MEGARGEE
President

GEORGE D. COLEMAN
General Manager

CBS AFFILIATE
910 KC
1000 WATTS DAY
500 WATTS NIGHT

XUM



SCRANTON
Wilkes-Barre

d for 13 years by JOHN BLAIR & COMPANY

Ask your John Blair man about WGBI. You'll learn about an outstanding station, noted for progressive programming and aggressive merchandising. You'll learn about the station that tops the Hooper National Station Audience Index . . . *year after year.* You'll learn about a growing, prosperous market of 674,000 people (Scranton—Wilkes-Barre) that WGBI sells and sells *and sells!*

For 13 years, John Blair men have been telling advertisers about WGBI and its big market. For 13 years, they have been boosting WGBI's National Spot billing. And while doing it, they have helped boost many a sagging sales curve for many a smart advertiser. If *your* sales need a profitable boost, ask your John Blair man about WGBI!

REPRESENTING LEADING RADIO STATIONS

Offices in Chicago • New York • Detroit • St. Louis • Los Angeles San Francisco

XUM

Editorial

License on the Line?

NOW THAT the program giveaway fat is in the legalistic fire, the FCC has immediately confronting it a problem that could mean irreparable economic injury if that agency takes an arbitrary position.

On Nov. 1, the FCC will have before it the renewal application of some 230 stations, a substantial number of which are network-affiliated. Under the FCC's rules which would have become effective one month before that date if the Chicago court had not granted injunctive relief, any station carrying or which proposed to continue to carry telephone giveaways of the character classified by the FCC as lotteries, would be refused license renewal.

The FCC, of course, could hold that it is only estopped from making its rules effective *temporarily*, i.e., until such time as the courts decide whether it exceeded its jurisdiction. Hence, the FCC *could* decree that these stations coming up for license renewal should receive only *temporary* renewals, for 30, 60 or 90 days, pending the outcome of the litigation. Regular renewals are issued for three years, and stations are required to file their renewal applications 60 days in advance, citing the kind of programming which they propose.

A temporary renewal is a stigma. Competitive stations and competitive media are in a stronger position to raid the business of the cited station. They can imply that the station faces the loss of its license, and that money spent on advertising might be money wasted. It happens constantly. Local or national advertisers seldom go to the extreme of ascertaining the full facts.

The FCC might say that it will issue a "public notice" making it clear that stations holding temporary licenses under the anti-lottery rule do not face sudden death. But that would soon be forgotten.

The FCC should meet this situation realistically and in good faith. It should extend licenses for the statutory three-year term, just as if its now suspended rules had never been promulgated.

If, perchance, the courts finally should uphold the FCC (and to us that's incomprehensible) certainly no station would dare lay its license on the guillotine. All such giveaways automatically would be out.

Stripped of legalistic involvements, it is just as simple as that.

Foul Ball

A DANGEROUS precedent for television's economic well-being, and one that may have equally sinister audio repercussions, is projected in the handling of this year's World Series. All TV networks, on a pooled basis, have offered the series to their affiliates, but on a "no pay, no charge" basis, with the commitment that they carry the entire Series, including all *Gillette commercials.*

Baseball is a national pastime. It is also commercial enterprise. Gillette pays a fancy figure for sponsorship rights. Certainly it should not get TV time free any more than newspapers or the magazines provide it with free space. And if it can get TV time for free, why not AM time on a "no pay, no charge" pooled basis in the years ahead?

If the World Series were offered sustaining, it would be another matter. But this precedent can lead to endless trouble. Is it fair to other advertisers who pay for the program vehicle as well as the time? What about a world championship prize-fight? And what about rebates to advertisers cancelled out?

Gillette buys the Mutual network and pays for it. Last year TV stations were paid, albeit on what amounted to a token basis.

We have no doubt that some TV stations, even recognizing the inequities, will carry the Series as proposed, although it seems utterly wasteful for more than one station in a market to carry the games.

It's crystal clear that a Pandora's Box of trouble is being opened.

CCNY Deserves An Award

NEW YORK'S City College has inaugurated a new movement—to reduce the excessive number of radio awards—and has started the ball rolling by relinquishing its own awards for outstanding radio and video programs and promotion of 1949.

In the five years that they have been presented, the CCNY awards have stimulated better broadcast advertising by recognizing the best talents of advertisers, agencies, program producers and broadcasters in creating programs that provided pleasure for the listening public and profit for the sponsor. For these awards, and for the annual conferences on radio and business at which they have been presented, CCNY has earned radio's plaudits.

We, along with others in radio, applaud CCNY's decision to drop its awards, even though they were among the best. The superabundance of contests has diluted their value.

We hope others who are making awards having less validity than those of CCNY, will follow that school's example. And a companion move should be made to cut down the number of meaningless conferences, conclaves, seminars and forums—most under college auspices—which now infest radio and TV.

De-Capp-itated

AL CAPP, whose aesthetic sensitivities must be cruelly bruised during his working hours in the creation of *Li'l Abner*, yipped in spiritual pain the other day when he appeared in a television forum discussing the FCC ban against giveaways.

If the FCC insisted that radio operate in the public interest, convenience or necessity, as specified by law, said Mr. Capp, every station would go out of business.

"I submit this," the comic strip proprietor said, "that all radio stations are in the business to degrade the public, to kid them, to sell them shoddy merchandise, to fool them, to horrify them, to make their lives a hideous nightmare."

Except for the fact that Mr. Capp recoils from publicity as Mae West shies from vigorous males, his presence in a forum discussing radio was not easily explainable. One wonders why he strayed so far afield to criticize the strangulation of art by commerce.

In one edition of the New York newspaper that carries *Li'l Abner* there appeared last Wednesday a number of advertisements which, if Mr. Capp applies his judgments impartially, must have caused him to question the company his comic strip keeps. One asked: "Constipated? Try the Ex-Lax way." Another offered a remedy for "relief from menstrual suffering." Another pictured a close-up of a female armpit being sprayed with a deodorant. And, by the way, are you troubled with excess hair?

It is suggested that his own milieu of Dogpatch and environs is a great enough challenge to Mr. Capp's improvement campaign. If he were to succeed in putting that in order, he would hardly have the strength left even to think about cleaning up the air.

Our Respects To —

CHESTER LOUIS THOMAS

"MR. TRANSIT," Chester Louis (Chet) Thomas, general manager of KXOK-AM & FM St. Louis and president of Transit Radio Inc., says of himself: "No one can stay in his right mind and do all the things credited to me." Mr. Thomas not only is in his right mind but also is one of the most respected men in the radio field.

He earned the credits by condoning hard work, "swinging from the floor" as his associates say, and by concentrating on his job—sometimes 13 hours a day.

Born in Cincinnati 40 years ago, Chet Thomas is the son of Loton Thomas, mechanical engineer and a second generation Welshman. His great-grandfather was a Welsh minister who established a church at Five Points, near Jackson, Ohio. Of his mother, Mrs. Nellie Martha Thomas, who is still living, Mr. Thomas says: "Mother's name is not in *Who's Who*, but she is a whale of a success as a mother."

In 1928, a summons to appear before his high school principal proved to be the catapult into radio. Mr. Thomas had been selected as one of 25 graduating students to be interviewed by John L. Clark, then sales manager of WLW-WSAI Cincinnati. He landed the position as secretary to Mr. Clark, and started the career that has taken him from Cincinnati to New York to Pittsburgh to Columbia, Mo., and finally to St. Louis.

When Mr. Thomas joined WLW the outlet was 5 kw, operating from two studios on the second floor of the Crosley Mfg. Co. plant and WSAI had just been purchased the preceding month from the United States Playing Card Co. After 18 months, he was promoted to traffic manager of both WLW and WSAI. Three years later, as a result of his ease in accepting responsibilities, he was named manager of station activities.

This position made him a roving administrator with access to all departments of both stations and whenever there was a problem too tough to lick, Chet Thomas was there to set it straight. Not stopping with his daily stint during his first four years in broadcasting, Mr. Thomas plugged away studying advertising nights at the U. of Cincinnati. Those were the days when he acquired the habit of long hours which is still with him.

In 1934 Mr. Thomas travelled. The Hearst station, WINS New York, was reorganized and he was invited to be assistant manager in charge of operations. But the plunge was shortlived, because WCAE Pittsburgh, another Hearst station, was without a manager. The

(Continued on page 46)

The winning combination in northern Ohio!

WGAR and CBS

OUTSTANDING LOCAL SHOWS

***See–Hear** with*

STAN ANDERSON

WGAR Wins Press Radio
3d Year in Row:

WGAR walked away with the top honors
annual Press Local Poll for the third
WJW to

Biggest single vote-getter was
WGAR's Esther Mullin. Her
Fairytale Theater picked up 11
points for the station. She
gained four points as a per-
former and her women's show,
Ladies Day, netted eight points.
So Miss Mullin alone tossed 23
points into her boss' tal

TAM.
Riders, WGAR, and
Indians' Games, WJW (tie).
10 O'Clock Tunes, WGAR
(split).
Record Show
10 O'Clock Tunes, WGAR
and WHK (split).
Morgan's Inn, WGAR.
Ringwall Presents, WGAR.
Brooke
Jim D
Daytime, Week-End Show
Fairytale Theater, WGAR.
Catholic News, WHK.
Games, WJW.
Presents, WGAR.
WGAR.
WGAR placed in
category
and
four.

TOP NETWORK SHOWS

9:30

Bing Crosby

The great voice of Radio—the peerless "Bing."

8:(

Edgar Bergen

Edgar and Charlie McCarthy—Mortimer Snerd, too!

Jack Benny

America's foremost comic returns with all the gang.

Arthur Godfrey

A preview of tomorrow's stars on "Arthur Godfrey's Talent Scouts."

Gene Autry

"King of the Cowboys" with songs and stories of the Western plains.

For the third year in a row, readers of the Cleveland Press, Ohio's largest daily, choose WGAR's local programs as their favorites. This fact, together with the greatest line-up of CBS network shows in radio, is paying off for advertisers.

Hitch your sales to WGAR. Reach a receptive six billion-dollar market of WGAR listeners . . . people who prefer Cleveland's Friendly Station . . . people who can be *your customers.*

Get the facts from any Petry man.

WGAR 50,000 WATTS • *Cleveland*

Represented Nationally by Edward Petry & Co.

Respects

(Continued from page 44)

need there was deemed more pressing and Mr. Thomas was shifted to the Steel City on an interim basis, returning to WINS in February 1935 with the addition of sales to his regular varied duties.

With other parts of his job well in hand in December of that year, Mr. Thomas decided he needed more sales experience and subsequently he started the year 1936 as assistant to the sales manager for KSD St. Louis.

While his position had changed once more, Mr. Thomas did not alter his glue-coated desire to stick to learning what he tackled. Consequently, he enrolled in a sales course at LaSalle U. It paid dividends, because soon the newcomer to St. Louis was rolling up sales records.

Mr. Thomas' organizing ability cut short his radio time sales career. A few months later the Star-Times Publishing Co. of St. Louis called upon him to fill the need for a spark plug for its newly acquired station, KFRU Columbia, Mo., of which he was named general manager. Under his direction, KFRU prospered and received national recognition by winning the first George Foster Peabody Award in 1940 for "outstanding and meritorious public service."

A week before Pearl Harbor, Mr. Thomas was quietly at work making a study of the programming and general operation of KXOK St. Louis, also operated by the Star-Times Publishing Co. The day following the Japanese attack Mr. Thomas was appointed program director for KXOK while maintaining the position of manager of KRFU.

The terrific load was too much to be carried by one man and eight months of commuting between Columbia and St. Louis, with the addition of long hours of work, put him into the hospital. Not to be content with relaxation in a hospital bed, Mr. Thomas insisted upon a radio and telephone being installed in the hospital room. The natural result was delayed recovery.

Realizing that there is a limit to anybody's endurance, Mr. Thomas appointed an assistant manager for KFRU, while he devoted most of his time to the St. Louis operation, maintaining liaison with KFRU by telephone, teletype and other communication.

KMOX General Manager

In March 1944, Mr. Thomas was appointed general manager for KXOK and corporation secretary for KRFU Inc. Four years later, he negotiated the sale of KFRU to Columbia interests.

Paralleling this career climb were outstanding successes in the communications field. Well-versed in facsimile, Chet Thomas was one of the group organizing Radio Inventions Inc. to provide funds and advice in the development of the Hogan system of facsimile. He founded the Star-Times Faximile Lab. at the U. of Missouri and lectured for two years on the subject at St. Louis U.

Another of his enterprises, Transit Radio, caught his fancy because of its possibilities in catching a mass audience on public transportation vehicles. In 1947, Elzey Roberts, president of the Star-Times Publishing Co., flicked a green light for Mr. Thomas to develop the project.

Associated with Hulbert Taft Jr. of Cincinnati and others, he organized this national enterprise with home offices in Cincinnati and sales offices in New York and Chicago. He was elected to the board of directors of Transit Radio early in 1948 and on April 10 of this year was elected its president. The budding prominence of Transit Radio throughout the country speaks well of both its success and of Mr. Thomas' guiding hand.

A top activity and interest to the radio executive is television, study of which he began in 1935. The *Star-Times*, a TV applicant, is now using Mr. Thomas' 72-page report to chart its future TV activities.

Mr. Thomas married Ruth Aneshansel of Cincinnati, a high school classmate, in 1932. He refers to their six-year-old daughter, Carol Lee, as his "greatest fan but severest critic." She is a student at Mary Institute in St. Louis County.

His titles, in addition to the KXOK managership and Transit Radio presidency, include first vice president and member of the board of governors of the Advertising Club of St. Louis; chairman of the summer program sessions of the Ad Club; a member of the Ad Club program committee; a former associate member of the Radio Executive's Club of New York; a member of the St. Louis Chamber of Commerce, the East St. Louis Chamber of Commerce, the University Club of St. Louis, the Employer-Employe Executive Committee of the NAB, the St. Louis Better Business Bureau and past president of the Columbia Lions Club.

While serving on many civic and charitable committees aimed to better community life, Mr. Thomas spends his spare time on his avocations. You guessed it, they are reading, radio and TV.

FORMER staffers at KULA Honolulu meet for the first time in two years while attending the National Semi-pro Baseball Tournament at Wichita, Kan. L to r are Bernie Kosinski, managing editor of *Anchorage* (Alaska) *Daily Times;* Ed Stevens, KENI Anchorage sports announcer, covering games played by Alaska's representative, the Anchorage 57th Fighter Wing, and Frank V. Webb, general manager of KFH Wichita.

WJTN POLITICS

Staffers in City Elections

IF WJTN Jamestown, N. Y., wants to know anything about the city government after the November elections, chances are the station won't have far to look.

Two of its staff members are running for important posts. J. Ralph Carlson, production manager, is out for board of supervisors and News Bureau Chief William H. Price is running for city councilman.

A newcomer to the political field, Mr. Carlson has been in radio in Jamestown since 1932 when he started as an announcer. Mr. Price is a veteran newsman and has covered all branches of city government. His grandfather, Henry C. Price, was a councilman at the turn of the century. "I know that members of radio stations have held city offices but I never recall any instance where two staff men ran in the same election and on the same ticket," said WJTN Manager Simon Goldman.

BAB's 'Pitch'

SECOND issue of the BAB news letter publication *Pitch* is currently in the mails to member stations. The bulletin, containing confidential information on potential new business, talks between BAB salesmen and chain store advertising executives, suggested approaches for getting and holding advertisers in local categories, and upcoming cooperative campaigns, will be issued on a non-scheduled basis from time to time. Two have been released within three weeks and a third is in preparation.

Management

KEITH TYE, formerly with KTEM Temple, Tex., promoted from commercial manager to station manager of KVER Albuquerque, N. M.

CHARLES W. WINKLER, chief engineer for corporation of KFOR Lincoln, KOIL Omaha, Neb., and WDGY Minneapolis, appointed to board of directors for three stations.

FRANK COFFIN, former public relations director for KGW Portland, Ore., made assistant manager of station. **H. Q. COX,** station's general manager, takes over direction of promotion, advertising and publicity.

LEW SARGENT resigns as station manager of WHAV Haverhill, Mass. Future plans have not been announced.

BERT BANK, general manager of WTBC Tuscaloosa, Ala., has returned after month's absence during which he underwent gall bladder operation.

GEORGE LINDMAN, manager of KITO San Bernardino, elected president of Advertising Club of that city. **FRED J. REINHARDT,** Riverside manager of KITO San Bernardino, Calif., named general chairman of second annual Riverside Home Exposition and Community Fair.

DONN TATUM, vice president and general counsel of Don Lee Network, named vice chairman of Radio-Television Committee of Los Angeles Community Chest, and director of Los Angeles Council of Navy League of United States.

JOHN W. ELWOOD, general manager of KNBC San Francisco, named chairman of radio committee of Northern California Community Chest appeal.

HAROLD C. BURKE, general manager of WBAL Baltimore, celebrates 25 years in radio by taking 30 day trip abroad.

RADIO LAW

ABA Admits FCBA

FULL recognition has been given broadcasting and allied communications arts by the American Bar Assn., which last week admitted the Federal Communications Bar Assn. to its House of Delegates. Guilford S. Jameson, president of the communications group, was notified Tuesday of the recognition.

Delegate to serve in the House of Delegates will be named in the near future for a one-year term, Mr. Jameson said. FCBA has a membership of 400, about half of whom are located in Washington. It now will be able to make its voice heard in any bar association discussions or actions affecting broadcasting. In the past FCBA could not take part in House of Delegates meetings, which are held frequently. Next ABA convention, slated in the late summer of 1950, will be held in Washington. FCBA applied for membership in the national group last August.

A Service of Broadcasting Newsweekly

TELECASTING

SEPTEMBER 19, 1949

WORLD SERIES

Wide TV Coverage Seen Despite 'No Pay' Basis

NETWORK executives at week's end expected most television stations linked to the networks to carry the World Series telecasts, even though the games might not directly contribute a dime of revenue to station coffers.

Feeling in some quarters was that the Series telecasts will be about the biggest TV event of the year thus far and no station could afford not to air the game in spite of the fact the contests were being made available on a "no pay, no charge" basis.

"We expect no station to refuse the Series," said Dan Sutton, CBS-TV sales manager.

Similar opinions were expressed at other networks.

The question of whether television stations would be loathe to air the Series games came up after affiliates were informed of the "no pay, no charge" terms.

Although the networks were issuing no formal statements, it can be said that there was considerable perturbation in some network quarters that such a condition existed. Such emotions, however, produced no action.

Considerable grumbling and resentment was expressed unofficially among stations in some cities. Kenneth H. Berkeley, vice president and general manager of WMAL-TV Washington, told BROADCASTING:

"As it stands now, telecasting of the Series on the 'no pay, no charge' basis would not be fair to other advertisers, nor is it necessary in the public interest to deprive the public of a chance to see other programs except in the case of a Presidential address or transcendental event." He said WMAL-TV has afternoon commercial commitments, including play-by-play coverage of a Washington Redskins football game the afternoon of Oct. 9.

WNBW (NBC-owned), WOIC and WTTG, all in Washington, said they planned to carry the Series, though WOIC apparently had anticipated exclusive local coverage.

In Baltimore WMAR-TV was uncertain, having afternoon commitments including a two-hour sports commentary along with plans to cover the Laurel Races and exclusive rights to a Naval Academy football game. WAAM (TV) Baltimore has an afternoon sports series. WBAL-TV, too, was uncertain though at first it had decided to sell announcements around the series pickup.

All four Chicago TV stations—WBKB, WENR-TV, WGN-TV, WNBQ—are carrying the telecast.

The Series "facts of life" to the stations followed announcement Wednesday of the TV details. The games, it was announced, are to be made available to all network and independent stations.

Joint Announcement

The announcement was a joint one by A. B. (Happy) Chandler, commissioner of baseball; Gillette Safety Razor Co., and MBS. MBS has the TV and AM rights with Gillette the sponsor of both AM and TV.

What particularly did not set well in some television circles was the painful fact that the Gillette commercials would be aired throughout the Series as the stations carried the baseball classic under the "no pay, no charge" terms.

While a number of stations made no bones about being "burned", they reserved decision as to whether they would carry the series. They complained about the "short notice" which precluded the opportunity to negotiate, and they were practically unanimous in their expression that "this won't happen next year."

How much the Series will mean financially to organized baseball through its deals with MBS and Gillette also was left in the air, although one authoritative report put both radio and television figures

(Continued on page 59)

VHF VIDEO

New Efforts To Postpone Use of UHF

NEW EFFORTS to get additional VHF television channels were being planned in high engineering quarters last week as a means of postponing expansion into the "unknown" of the UHF.

Military authorities would be requested to relinquish, perhaps by exchange, a half-dozen or more 6-mc channels in the military zone of the spectrum just above 216 mc, the upper limit of the present TV band.

The movement, fostered repeatedly by broadcasters but heretofore always rejected by the military, is known to be led in this instance by two groups of engineers within the government, working independently.

It is motivated by their conviction that in the present state of the television art the UHF cannot effectively compete with VHF. With the development of 6-mc color, they reason, there is no incentive for UHF operation at this time.

They feel that a relatively few new VHF channels would be enough to meet present and immediately prospective demand, and that the UHF could thereby be left for further development and ultimate use of high-definition black-and-white and color—as it was originally envisioned.

If successful—and backers of the movement appear hopeful despite past failures—the plan could drastically affect the overall television hearing which gets under way before the Commission on Sept. 26 (also see story page 48). It could also, in the view of its exponents, substantially expedite a return to normal licensing.

Demands that government give up space which it is not using have been made recurrently, and their revival now is regarded as unsurprising. Proponents now apparently feel, however, that their chances have improved.

War Need Less Valid

They feel that the military's chief argument—the need for spectrum space in event of a war emergency—is less valid than in the past. They also have hopes of working out an "exchange" of space whereby the military might be given a portion of the spectrum around 500 mc, for example, in return for frequencies just above present TV Channel 13. Some

(Continued on page 61)

GETTING together for a showing of the audition of the new CBS television series, *The Ed Wynn Show*, which debuts Oct. 6 [BROADCASTING, Sept 12] are (l to r): J. L. Van Volkenburg, CBS vice president and director of TV operations; Frank Stanton, CBS president; David G. Lyons, vice president of Cecil & Presbrey Inc.; Charles Spitzer, sales manager of Speidel Corp., sponsor; Paul Levinger, vice president and general manager, Speidel Corp.; William S. Paley, CBS board chairman, and James M. Cecil, president of Cecil & Presbrey Inc.

COLOR TELECASTS

RCA Plans Regular Shows for Hearing

By LARRY CHRISTOPHER

RCA AND CBS held the color television spotlight again last week with filing of additional data and comments on technical information now pending consideration at FCC's forthcoming Sept. 26 general television proceeding. New developments included:

● Announcement on Wednesday by RCA that it will present regular schedule of live and film color-TV programs via WNBW Washington for Commission's TV hearing, using its new compatible, all-electric 6-mc color system [BROADCASTING, Aug. 29, Sept. 12]. RCA said also it will make its receiver circuit data available to other manufacturers and supply studio equipment on order to TV stations wishing to make color tests.

● Statement by CBS on Monday that it will support the RCA or Color Television Inc. systems should they out-perform the CBS system in all respects at no greater cost, but indicating belief there are many "major questions" yet to be answered and that sharp distinction must be made between "paper" and actual operating systems.

● Approval by FCC of color television tests on the West Coast by KPIX (TV) and KGO-TV San Francisco of Color Television Inc. system.

● Letter from E. N. Muller, Luxembourg, briefly outlining all-electronic color television system for which he has filed patent applications both in the U. S. and abroad.

Only a limited number of counter-proposals and objections to pending proposals had been filed with the Commission Monday, deadline set for receipt of such comments on general issues in the TV proceeding. Most of these were directed rather to specific allocations planned in specific cities. Such comments on individual allocations now will be received up to Sept. 26, according to announcement FCC made a fortnight ago [BROADCASTING, Sept. 12].

No details were available on the West Coast tests of the system proposed by Color Television Inc. The KGO-TV test was granted for Sept. 19 only while that for KPIX was for a 30-day period commencing Sept. 16.

RCA's plans for its demonstrations during the hearing were revealed in a letter to Commr. Paul A. Walker by C. B. Jolliffe, executive vice president in charge of RCA Labs. Division. Mr. Jolliffe indicated RCA "believes that any system of television should be thoroughly tested in the field under conditions approximating as nearly as possible regular commercial operations" and that this applies "equally to program production, transmitter operation and receiver operation in the home."

The Washington RCA demonstrations, "first step in an extended period of experimental operation of this system over WNBW in Washington," Mr. Jolliffe said, will be received "at a downtown location readily accessible to the Commission and others." Since the moving, setting up and testing of equipment will require all the time prior to the hearing, the RCA executive explained "it will be impossible before the hearing to obtain data on reception of color by receivers located under varying typical conditions" but that several receivers to be used during the demonstrations will be available for field observations later. The WNBW schedule will be made public, RCA said.

Tests Are Proof

It was pointed out that the WNBW tests will "automatically" provide a test of the compatibility of the system "since the regular viewing audience of WNBW will be able to receive these programs in black and white on their standard receivers without modification."

RCA indicated that according to present plans it will have at least six receivers for use at the demonstrations. The letter said RCA also will demonstrate systems by which present sets may be adapted to receive programs in color.

"At the conclusion of the period of demonstration the receivers and adapters available will be moved to typical receiving locations and regular observations started," RCA said, adding that "more receivers are in process of construction, and as rapidly as they are completed they will be brought into the Washington area." These also are to be put in "typical locations and will be used under home conditions." RCA said it hoped that "members of the Commission, its staff, and other interested parties will cooperate with us in these tests.

Mr. Jolliffe further pointed out that "in accordance with our policy, we are now preparing bulletins which will make the information concerning the circuits in the color receiver available to the industry" and thus "other manufacturers may, if they desire, make sets and test them." He added that if other TV stations "desire to undertake field testing, RCA will make experimental studio equipment on order."

There was pending at FCC last week an application by RCA for 60-day experimental authority to use 523-529 mc with 100 w visual and aural power in the WNBW color tests. The Jolliffe letter did not mention the UHF request. It

(Continued on page 60)

DWARFED by the huge, 30-foot in diameter letter "O" are Les Clark (l) of Mahoney-Troast, general contractor for new transmitter of WOR-TV New York, and J. R. Poppele, WOR vice president in charge of engineering. Lighted by red neon lights, letters were placed on newly-completed 760-foot transmitting tower in North Bergen, N. J. Continental Signs Inc. termed it the highest installation it ever made.

BLUE BOOK FOR TV?

Planned by FCC Staff

A PLAN to extend the so-called "Blue Book" standards of radio programming to the field of television has been initiated at staff level at the FCC.

The proposal was explored at length last Monday at a meeting of the Broadcasting Committee of the Advisory Council on Federal Reports, which strongly opposed the plan and urged that it be delayed at least two years.

The staff proposal is expected to be presented to the Commission—perhaps with revisions in the light of the conference with the advisory group—along with a statement of the advisory group's position. The advisory body meanwhile expects to consider the subject in another meeting before the end of the year.

Under the proposal of the Commission staff, the program questionnaire of AM and FM application forms would be included also in TV applications. Television applicants currently are required only to give a narrative statement of program plans without going into the detailed log analyses and type breakdowns required in AM and FM. The staff plan would require the full breakdowns for both past and proposed operations in the case of existing licensees, and for planned operations in the case of original applicants.

The industry advisory committee, in its meeting with FCC staff representatives, took the position that the detailed questionnaires should not be made applicable to TV renewal applications before 1952 in any event, nor to any individual station until it has been on the air at least two years and is operating at least 28 hours a week.

It was pointed out that the different combinations obtainable in television—the various uses of live and film programming in combination, for example—would make it impossible to apply to television the same definitions and categories used in sound radio.

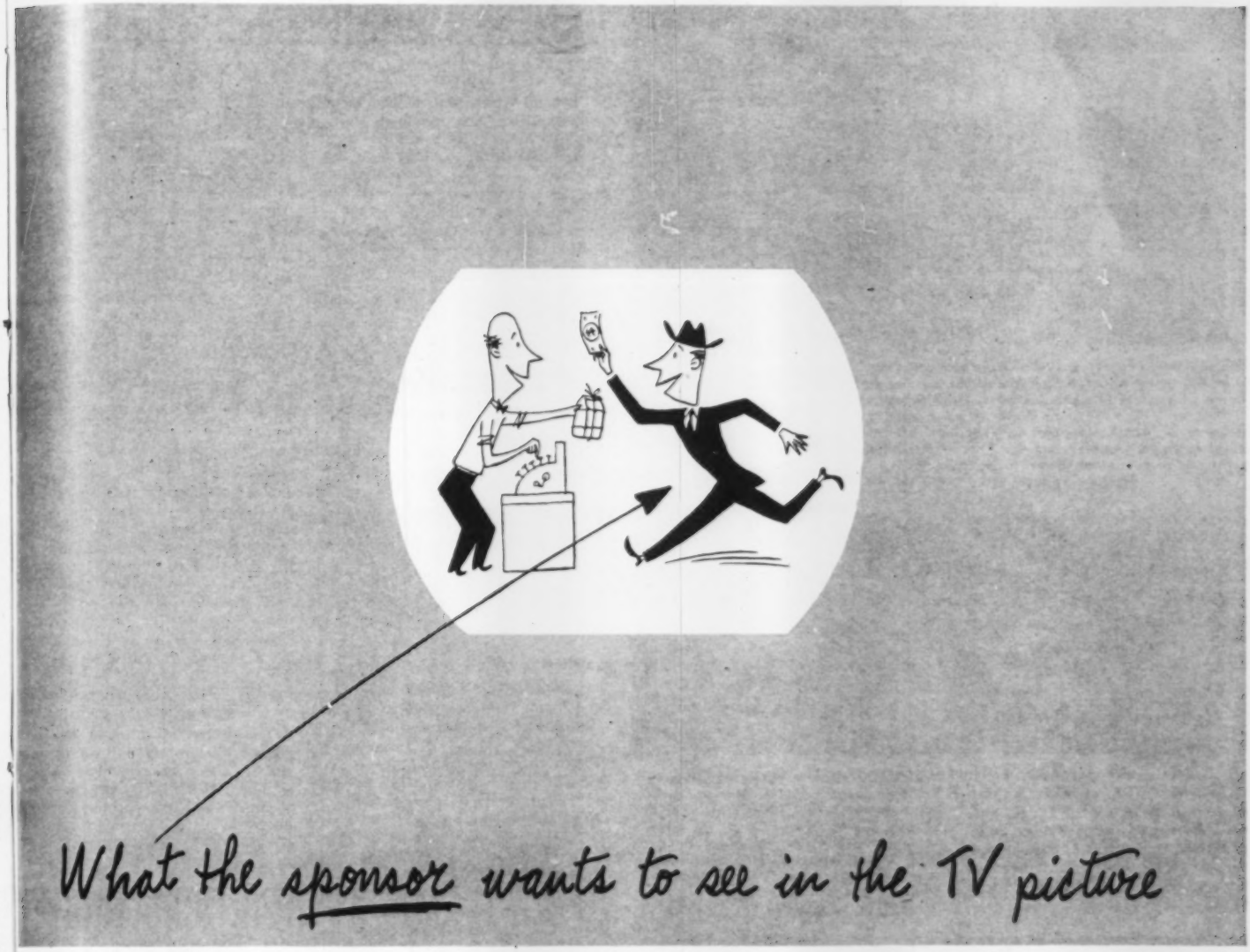
The proposal had been referred to the Bureau of the Budget pursuant to established procedures governing issuance of new questionnaires, preparatory to Commission consideration.

The broadcasting advisory committee, headed by General Manager Ben Strouse of WWDC Washington, also recommended establishment of a new class of announcements, to be known as "promotional." Observers recalled that a similar proposal was advanced a few years ago but was rejected by the Commission.

Under existing procedure, it was noted, an announcement calling attention to an upcoming program is classified as a commercial announcement if the program to which it refers is sponsored. Accordingly, one such announcement in a 15-minute "sustaining" program requires, under FCC definitions, that the entire 15-minute period be classified as commercial.

The proposed new classification would put all such announcements into the "promotional" category, whether they refer to commercial or sustaining shows. A "promotional announcement" would be defined as one "which is not paid for, and which informs the listener about the station and its programs."

Government was represented at the advisory committee meeting by David Cohn, chief economist, Bureau of the Budget; Charles Weeks, FCC planning officer; John E. McCoy, head of FCC's TV legal division, and Arthur Scheiner, acting chief of the FCC Renewals Branch. Industry members included Chairman Strouse; C. T. Lucy, general manager of WRVA Richmond; Kenneth Berkeley of WMAL-AM-FM-TV Washington; Walter Compton of WTTG (TV) Washington; Gene Jester of WRC-AM-FM and WNBW (TV) Washington; James Neu, Washington attorney for CBS; G. Emerson Markham, newly appointed director of NAB's Video Division, former general manager of General Electric's WGY-AM-FM and WRGB (TV) Schenectady.



What the sponsor wants to see in the TV picture

What every TV advertiser wants to see is response.. *immediate response.*

And that's what advertisers are getting on WBZ-TV in Boston!

15,000 Replies. Recently, for a leading appliance manufacturer, a locally produced 13-week series brought 15,000 replies.. each addressed to *dealers* handling the line.

Think what this means in terms of trade relations.. and in wholesale volume!

Think of the huge video audience, throughout metropolitan Boston and far beyond, that can become your audience.. with your program on WBZ-TV.

And remember: This audience keeps growing day by day, just as do the prestige and popularity of WBZ-TV. For details, check WBZ-TV or NBC Spot Sales.

WBZ-TV

BOSTON

NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc • KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

TELEVISION sponsors and producers get together for a discussion of film and plans for programs to be presented during the fall and winter season. The quartet, from left to right, includes: Gil Ralston, executive television producer for Procter & Gamble Inc.; Frank Wisbar, producer-director of Teleplay Productions; A. Frank Ruppenthal, executive of Teleplay Productions, and Bill Craig, manager of television for Procter & Gamble. Teleplay Productions is producing some of the films to be seen during the coming season on P&G *Fireside Theatre* over NBC television stations.

AT debut of ABC outlet WLAV-TV Grand Rapids, last month (l to r) Hy Steed, gen. mgr. WLAV-TV; James Riddell, mgr. WXYZ-TV Detroit; I. E. Showerman, vice pres. NBC Central Div.; Leonard A. Versluis, WLAV-TV owner. Success of opening is evidenced by smiles.

MOUNTED atop a gleaming trophy, the ball used in the first softball game telecast last month by WKY-TV Oklahoma City, Okla., is presented to WKY-TV Manager P. A. Sugg by Jo Martin (l), player-manager of the Downtown Chevrolet Sooner Queens and Anna Wilson, a teammate.

DUMONT Television Network is cited by Veterans of Foreign Wars for "outstanding aid to the cause of veterans' welfare" as Comdr. Mortimer W. Loewi, executive director of television network, receives a plaque from Clyde A. Lewis, newly elected VFW commander-in-chief.

SIDEWALK broadcast at site of KRLD-TV Dallas marked completion of TV tower, new downtown landmark. Managing Director Clyde Rembert (l) of KRLD (AM-FM-TV) is interviewed by Ves Box, KRLD chief announcer. In center, KRLD President John W. Runyon awaits turn at mike.

LABOR CLASH

WBTV-IBEW Negotiations At Standstill

NEGOTIATIONS between WBTV (TV) Charlotte, N. C., and a group of 10 IBEW technicians discharged for alleged attempts to injure the station in a business way were at a standstill Friday.

The controversy reached what was viewed as a new low in union tactics when a group calling itself "WBT Technicians" distributed around Charlotte a handbill charging that the station, not yet tied to the coaxial network, lacks equipment to make pickups such as those carried by stations in New York, Boston, Philadelphia and Washington.

Ten technicians who distributed the handbills, titled "Is Charlotte a Second-Class City," were fired by the station Sept. 3. Five technicians not involved are still working and have been crossing picket lines. The 10 discharged technicians have been replaced.

Besides circulating the handbills, with adverse comments on the new WBTV's program service, Local 1229 of IBEW wrote to the FCC charging that the station is not utilizing the full facilities granted in the license and suggesting the channel "be granted to someone who will." The letter was signed by S. L. Hicks, Local 1229 business manager.

Union Members Picket Station

Charles H. Crutchfield, vice president of Jefferson Standard Broadcasting Co. and general manager of its WBT properties, said members of the union have picketed the station since July following failure of the union and management to agree on a new contract.

He said the station had not discharged all of the men who had been picketing or who had engaged in legitimate union activity, but only the ten who allegedly instigated and circulated the handbills. A typical discharge letter mentioned that the employe had been receiving $115.50 per week, plus three-week vacations, unlimited sick leave with full pay, and many other benefits; that full pay had been given him during a seven-week illness and while he had been picketing.

The letter continued:

> Now, however, you have turned from trying to persuade the public that we are unfair to you and are trying to persuade the public that we give inferior service to them. While we are struggling to expand into and develop a new field, and incidentally losing large sums of money in the process, you are busy trying to turn customers and the public against us in every possible way, even handing out leaflets on the public streets advertising that our operations are "second-class," and endeavoring in various ways to hamper and totally destroy our business.
>
> Certainly we are not required by law or common sense to keep you in our employment and pay you a substantial salary while you thus do your best to tear down and bankrupt our business.

The union, in a previously issued statement, had charged that the station had acted because another AFL union is endeavoring to organize Jefferson Standard employes in Greensboro, N. C. Mr. Crutchfield flatly denied the charge. The union complained that WBT had endorsed Mr. Hicks' FCC license application as "unsatisfactory." The station said it explained the grounds for this decision to the FCC, and even so had found an equally desirable position for him at the studio control room.

The union claimed it has been locked out and is willing to negotiate. The station said it had met at least 15 times with union representatives. The union has proposed aribtration.

WAAM TO HR&P

Appointment Effective Nov. 1

APPOINTMENT of Harrington, Righter & Parsons as exclusive representative for WAAM (TV) Baltimore was announced last week by Samuel Carliner, station's executive vice president. Appointment is effective Nov. 1.

In announcing the appointment of HR&P, Mr. Carliner said: "Because we are entirely television in Baltimore, it is the considered opinion of WAAM that the most efficient station representation can only be by a company whose sole efforts are directed toward selling television in the national field."

National and local sales at WAAM will continue under the supervision of Armand Grant. HR&P also represents WTMJ-TV Milwaukee, WBEN-TV Buffalo, and WFMY-TV Greensboro, N. C.

PARTICIPATING TV

WLW Stations on 11:30 a.m.

ALL DAYTIME programs on WLWT Cincinnati, WLWD Dayton and WLWC Columbus will be on a participating basis beginning Sept. 19 according to an announcement last week by Richard E. Dunville, vice president and general manager.

Beginning Monday at 11:30 a.m. all full sponsorship will be withdrawn and advertisers may buy participating spots on any one or all three of the Crosley Broadcasting Co. stations. For as "little as $15," Mr. Dunville said, "an advertiser can get his feet wet in television" and buy an announcement on one station.

An all locally telecast program schedule has been announced by Ruth Lyons, newly named program manager. At noon the *Ruth Lyons 50 Club* long-time WLW midday show will be simulcast and participating sponsors can buy the AM and any combination of TV stations.

The Crosley TV stations formerly began their telecast day at 2 p.m. but under the new plan will be on the air an average of 10½ hours a day.

WWJ-TV
has a 2-year lead in Detroit

Starting new things in Detroit is nothing new with WWJ-The Detroit News . . . first AM station in 1920, first FM station in 1940, and first with TV in 1946.

With a 2-year lead in television, WWJ-TV today is doing the most effective job of engineering, production and programming . . . sending out the clearest signals . . . reaching the largest audience . . . producing the best results for its many advertisers.

This fall, WWJ-TV is planning a more ambitious schedule than ever, and advertisers' demands are reaching unprecedented proportions. Better formulate your Detroit TV plans NOW . . . to include WWJ-TV

FIRST IN MICHIGAN

Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

Telestatus

August Advertising Analysis

(Report 77)

AN UPWARD surge of total advertisers for the month of August signaled the expected end of the summer slump in television advertising. This significant trend was effected to a large degree by the increased number of local time users and to a lesser degree by spot time users. Network business however, continued to drop [BROADCASTING, Aug. 29].

The number of network advertisers, which had fallen from 54 in June to 42 in July, tumbled further in August to 32. But still to be considered are summer layoffs which reached a highpoint during the month.

The bright side of the business picture was painted by local users, where the number registered rapid recovery from the 1,028 reported for July (a loss of 27 accounts from June) to 1,082 reported for August (an increase of 54 accounts). Similarly, total time users, despite attrition in the network field, boomed from 1,369 for July to a healthy 1,415 for August, only 18 below the record high in June.

Gains in Spot Ads

In spot time, users began a climb toward the record high of 324 reported in June. Spot advertisers increased from 299 in July to 301 for August, according to figures supplied BROADCASTING by the N. C. Rorabaugh Co., publisher of the monthly *Rorabaugh Report on Television Advertising*. Network figures are complete for the entire month of August, information being supplied by the networks. Spot and local figures do not include two stations and cover the test week of Aug. 7-13.

These gains in spot and local advertising show a steadying of the overall picture in the dead heat of summer with prospects lighting up for an expected increase in the fall.

Fewer losses were reported by the 40 television markets in the total number of advertisers for August. While only six showed increases for the month of July, the markets in August found more than half with gains and only 13 with losses. These increases also were indicative of the optimistic trend. Of three new markets, Charlotte, N. C., started with the most new accounts, to add 14 to the black side of the ledger. Every market, according to the report, gained new business in August with the leading market, Los Angeles, nearly wiping out the six account loss suffered in July, by adding another 36.

Los Angeles with a total of 172 advertisers for August maintained its supremacy for its six stations, climbing two accounts higher than in the preceding month. Still in second place was New York with 147, despite a loss of 20 accounts from July, the second straight loss, as it had gone down 37 from June. Not far behind were Philadelphia, where a loss of six placed it third with a total of 138, and Baltimore whose advertisers furnished 18 new accounts to bring its total up to 132.

In the over-100-advertisers classification, Chicago gained one account over July for a total of 134, Detroit cornered an additional 10 to fatten its figure to 124 while Washington lost six to show a total of 117. Gains elsewhere were encouraging to the general TV advertising outlook. Dayton added 15 accounts to raise its total to 63 from 48 in July. Among others, Erie gained 10, Cincinnati and New Haven six each, Indianapolis and Pittsburgh five each, and Lancaster seven.

More stations reported in August—71—than in July when 66 stations were recorded. In the sampling for August, Rorabaugh had added one outlet each in Baltimore, Cincinnati and Dayton. New markets were opened in Birmingham, Charlotte and Grand Rapids. The new market in Rochester which opened in July showed an increase of five accounts.

While the figures showing the number of network advertisers were not too favorable, the overall recapitulation was brightened by two factors: (1) a number of shows was still on a summer hiatus basis and (2) the number of network advertisers for August this year is still nearly 60% more than the number for the same month last year.

Such advertisers as RCA-Victor, U. S. Rubber Co. and Westinghouse Electric Corp. only resumed their shows during August, while Barbasol Co., Ford Motor Co. (scheduled for October) and Mohawk Carpet Mills Inc. are still due. Also resuming in August on CBS-TV were Maxwell House Coffee, sponsoring four broadcasts over eight stations, and Philip Morris cigarettes with 21 broadcasts over eight stations.

As in July, newly active accounts continued in the spot field for August when 38 additional accounts were registered. Most of these accounts were one and two station contracts, although Kaiser-Frazer Corp. entered into a deal with 14 outlets. Oldsmobile Div. of General Motors, which had started a schedule on 30 stations in July, added two more in August. Some balance was struck when other large advertisers offset slight declines with increased schedules. Alliance Mfg. Co. boosted its August schedule to 15 stations while the month previous it had seven outlets. American Cigarette & Cigar Co. went up in schedule from 21 to 30 stations, Blatz Brewing Co. from 7 to 12 and Brown & Williamson added four more stations to its 23 already scheduled.

Eating up most of television time in August (Table I) were Food and Food Products advertisers. This figure followed closely the findings of July, although larger. The number of accounts rose from 221 in July to 232 in August. Network, spot and local time, although down slightly from July, were steady in this category.

In Household Furnishings, Equipment & Supplies, a noted increase from 172 in July to 193 for August placed this classification a high second for the month. While network and spot business fell off, local activity marked an increase from 148 in July to 176 for August.

Local Business Increases

The pattern of increased local business also was reflected in the category of Automotive, Automotive Accessories & Equipment, which again was in third place. This clasification picked up from 149 local users in July to 160 in August and total increase during the month was 16 over July. Network business, however, declined from seven to three.

In the total number of Radio advertisers, the climb was slow but steady in August compared with July. Network, spot and local users all had greater activity. Only five network advertisers compared to 12 spot and 127 local were noted. However, the latter increased mainly because of the continued selling campaign of TV sets.

Decline in Beer, Wine & Liquor advertising in August found network users remaining the same but spot users dropping from 90 to 81 and local from nine to seven.

Table I
Number of Advertisrs by Product Groups

	Network	Spot	Local	Total
Agri.	—	3	—	3
Apparel	—	7	71	78
Auto	3	18	160	181
Aviation	—	—	—	—
Beer	1	81	7	89
Bldg. Mat.	—	1	32	33
Cleansers	—	13	3	16
Conf. & S.D.	1	22	32	55
Consumer	1	2	83	86
Drugs	3	6	1	10
Entertain	—	—	33	33
Food	6	75	151	232
Gas & Oil	1	—	7	8
Horticulture	—	1	—	1
House Equip	2	15	176	193
Ind. Mat.	—	1	4	5
Insurance	—	2	51	53
Jewelry	—	7	21	28
Office Equip	—	—	5	5
Pub. & Media	1	—	23	24
Radio	5	12	127	144
Retail	—	—	60	60
Smoking	4	12	2	18
Sp. Goods	—	—	13	13
Toiletries	4	16	4	24
Trans.	—	3	8	11
Misc.	—	4	8	12
Total	32	301	1082	1415

Table II
Number of Advertisers by Markets

Markets Covered	Reporting Stations	Net.	Spot	Local	Aug. Total	July Total	Gain or (Loss)
Atlanta	2	9	12	31	52	51	1
Baltimore	3	41	30	61	132	114	18
Birmingham	1	5	3	1	9	—	9
Boston	2	35	26	31	92	98	(6)
Buffalo	1	22	17	37	76	86	(10)
Charlotte	1	3	4	7	14	—	14
Chicago	4	38	45	51	134	133	1
Cincinnati	3	9	29	40	78	72	6
Cleveland	2	36	22	25	83	80	3
Dayton	2	10	28	25	63	48	15
Detroit	3	38	38	48	124	114	10
Erie	1	22	8	42	72	62	10
Ft. Worth-Dallas	1	6	15	17	38	29	9
Grand Rapids	1	—	—	13	13	—	13
Houston	1	7	12	4	23	21	2
Indianapolis	1	3	13	13	29	24	5
Lancaster	1	16	11	21	48	41	7
Los Angeles	6	11	48	113	172	170	2
Louisville	1	7	9	12	28	27	1
Memphis	1	9	9	25	43	54	(11)
Miami	1	6	5	27	40	37	11
Milwaukee	1	23	14	35	72	78	(6)
Minn.-St. Paul	2	7	16	23	46	43	3
New Haven	1	20	21	13	54	49	6
New Orleans	1	7	14	10	31	32	(1)
New York	6	44	71	32	147	167	(20)
Oklahoma City	1	4	5	9	18	14	4
Philadelphia	3	41	43	54	138	144	(6)
Pittsburgh	1	29	5	22	56	51	5
Richmond	1	17	5	8	30	38	(8)
Rochester	1	12	4	12	28	23	5
Salt Lake City	2	6	5	31	42	41	1
San Diego	1	1	7	16	24	32	(8)
San Francisco	2	7	19	26	52	48	4
Schenectady	1	22	5	14	41	50	(9)
Seattle	1	7	8	11	26	28	(2)
St. Louis	1	24	18	15	57	57	—
Syracuse	1	4	6	8	18	18	—
Toledo	1	16	13	38	57	68	(11)
Washington	4	42	24	51	117	123	(6)

Note: An advertiser who buys both network and spot time is counted TWICE in the "Total" columns. A network advertiser sponsoring more than one show in a given market is counted ONCE in the "Network" column.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

Still more results on WMAR-TV in Maryland!

SERIES NUMBER 7

TV
Success Story

Submitted by

BALTIMORE CONTRACTORS, Inc.

Some months ago we decided to sponsor a series of programs featuring interviews with outstanding Marylanders, (each Sunday at 10:15 P.M.) on WMAR-TV. Because we do not sell a packaged commodity or a broadly used service, we began the project purely as an experiment —with great doubts about its possibilities for success. Today we consider it one of our wisest and most productive advertisement investments. Response from the viewing public, including many, many of our present and potential clients, has been excellent.

☆

The television advertising referred to above was placed by

THE JOSEPH KATZ CO.
8 South St.
Baltimore, Md.

TV
Success Story

Submitted by

RWL WINE COMPANY

The comments which have come to us from our dealers as well as the consuming public have indicated to us that we made a very wise move in sponsoring the series of time signals which we now have on WMAR-TV.

The constant, day-after-day repetition of our name and a brief message about our product has begun to be felt in terms of increased demand. We are very pleased with the selling job WMAR-TV is doing for us.

Walter H. Stumpf

☆

The television advertising referred to above was placed by

Theodore A. Newhoff Advertising Agency
312 Court Square Building

TV
Success Story

Submitted by

MOYER MOTOR COMPANY

For the past several weeks it has been our good fortune to be one of the many advertisers using the facilities of WMAR-TV. The results achieved through this spot announcement in "The Toast of The Town" show on Sunday evenings, has been most gratifying. All the new customers tell us repeatedly about seeing our advertisement. This, to me, is conclusive proof that WMAR-TV is doing a fine job for its advertisers.

CARSON MOYER

☆

The television advertising referred to above was placed by

ELMER D. FREE
Radio & Television Advertising

TV
Success Story

Submitted by

CUSTOM UPHOLSTERING CO.

More comfortable homes are happier homes, and television homes are usually both happier *and* more comfortable. The Custom Upholstering Company is interested in making Baltimore homes more beautiful, more comfortable, and hence happier, too, through our famous Re-Upholstering and Re-Designing plan. To get this message directly into the home, we could think of no better method than television! We are pleased to say that the tremendous response shown, by thrifty homemakers to Custom-Re-Upholstering and Re-Designing has been most gratifying, and we feel Custom's Time Signals on WMAR-TV stimulate this interest to a great extent.

Seymour S. Weisberg

☆

The television advertising referred to above was placed by

THE A-W-L ADVERTISING AGENCY
8 E. Pleasant St.
Baltimore 2, Md.

These advertisements originally appeared in the Sunpapers, Baltimore, Md.

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

OFFSET CARRIER

WFIL-TV Demonstrates

THE ELIMINATION of the visual effects of co-channel television interference by means of offset carrier operation was demonstrated to FCC Comrs. Robert F. Jones and George E. Sterling and a group of industry observers by WFIL-TV Philadelphia last Wednesday.

For the demonstration, held at the Princeton Inn at Princeton, WCBS-TV New York, on Channel 2, alternated from on-frequency operation to operation 8,000 cycles off frequency. In the off-frequency operation the venetian blind effect imposed on the picture by interference from co-channel WMAR-TV Baltimore was removed.

Bill Lutz, RCA service manager at Trenton, reported that customer complaints attributable to co-channel interference had dropped almost 95% since WFIL-TV commenced offset carrier operation on Channel 6, which is also used by WNHC-TV New Haven. The Joint Technical Advisory Committee has told FCC that the advantage of offset carrier over regular co-channel operation is about 18 decibels.

Henry Rhea, in charge of television engineering for WFIL-TV, outlined the principles and benefits of the offset carrier method. Roger W. Clipp, general manager of the WFIL properties, welcomed the group, which included Comrs. Jones and Sterling; E. W. Chapin, chief of FCC's Laboratory Division; Louis E. Littlejohn, WFIL chief engineer; Joseph A. Chambers and Millard M. Garrison, Washington consulting engineers for WFIL; Morton H. Wilner and Philip Bergson, Washington attorneys for the stations; Garo W. Ray and V. De Laurentis, respectively consulting engineer and chief engineer for WNHC; Dixie B. McKey, Washington engineering consultant, and Merrill Pannett of the *Philadelphia Inquirer*, owner of the WFIL stations.

RELIGIOUS VIDEO

Youth Series on ABC Oct. 9

YOUNG PEOPLE'S Church of the Air, Philadelphia, will sponsor a show of the same name on 11 ABC-TV stations for 52 weeks starting Oct. 9 through J. M. Camp, Ft. Wayne, Ind. Eight interconnected stations will carry the 9:30-10 p.m. CST Sunday show via cable, with three outlets getting it by video recording.

Program features the Rev. Percy Crawford and church music with a choral group. Outlets contracted for:—WFIL-TV Philadelphia (origination), WJZ-TV New York, WMAL-TV Washington, WXYZ-TV Detroit, WENR-TV Chicago, WAAM (TV) Baltimore, WTVN (TV) Columbus, WLAV-TV Grand Rapids, WTCN-TV Minneapolis, KECA-TV Los Angeles and WFBM-TV Indianapolis.

SEVEN FINGERS shown by Les Hoffman, president of Hoffman Radio Corp., co-sponsor of USC and UCLA home football games over ABC's newest station, KECA-TV Los Angeles, mark the outlet's channel designation. Other sponsor of the games on opening night, Sept. 16, was Dodge Div. of Chrysler Motor Corp., of which Bert Carter (second from l) is regional manager. Third opening sponsor was Union Pacific Railroad, represented at extreme right by E. C. Schmidt, public relations consultant. Fourth man in the group celebrating at a Hollywood Ad Club luncheon is Bob Laws, ABC Western Div. sales manager.

KECA-TV OPENS 'Seven Channel Week' Ordered by Mayor

(Also see Story page 61)

WITH the formal opening of KECA-TV Los Angeles on Sept. 16, Mayor Fletcher Bowron proclaimed "Seven Channel Week" marking that city as the "first in the world with seven regularly scheduled telecasting channels."

The ABC station, which telecasts on channel 7, held a 15-minute dedicatory program at 7 p.m., featuring Robert E. Kintner, executive vice president; Frank Samuels, Western Division vice president; Mayor Bowron and representatives of several of the city's churches. This program was followed by *The Union Pacific Streamliner Revue*, an hour variety show and telecast of the UCLA-Oregon State football game. A dedicatory reception was held at the Beverly Hills Club for the agencies, press and radio.

Mayor Bowron's proclamation read:

"Whereas the development in local television operation establishes Los Angeles' destiny as the leading television center in the United States, and whereas the importance of Los Angeles television industry is attested by a recent account which discloses this area has 186,777 television sets, with an audience of nearly one million persons, and whereas with its rapid and substantial growth in the Los Angeles area, television promises to become one of the greatest economic assets to our community both in the entertainment and industrial fields . . . I do hereby proclaim the week of Sept. 16-22 as 'Seven Channel Week' . . .

"I call upon all citizens to pay tribute to the new industry, and to encourage and support the future growth of television in this area in recognition of the benefit that will accrue to the individual and to the community through this means of comunication."

In addition to Messrs. Kintner and Samuels, participating in the opening proceedings were Frank Marx, ABC vice president in charge of engineering; Charles (Bud) Barry, vice president in charge of AM and TV programs; Paul Mowrey, national director of television; Earl Mullin, national publicity director.

Coincident with the opening of KECA-TV, ABC became the only network with two owned stations on the Coast. KGO-TV San Francisco is an ABC owned outlet. These together with KFMB-TV San Diego, provide ABC with the start of a regional television network. San Diego will pick up programs direct and retransmit to its area of coverage. San Francisco will receive delayed program service via kinescope.

WSAZ-TV PLANS

Opening Set for Nov. 15

WSAZ-TV Huntington, W. Va., is the latest addition to the list of NBC-ABC affiliates, bringing the network's total to 46.

The station begins commercial operations Nov. 15, and is the sister station to WSAZ Huntington, and ABC affiliate. It is expected that it will shortly affiliate with the latter network.

TV REALLOCATION

FCC Denies FCBA Petition

PETITION of the Federal Communications Bar Assn., asking oral argument on legality of FCC's proposed rule-making procedure in TV reallocation before commencement of the general TV hearing Sept. 26, has been denied by the Commission [BROADCASTING, Aug. 22].

Instead, the Commission granted the request for oral argument on the issue at a time and place to be specified later. FCC indicated that all those who filed comments by Aug. 26 in the proceeding would be eligible to participate. The Commission explained that the hearing beginning Sept. 26 will provide a "practicable and feasible means for focusing attention on the problems involved in providing a fair, equitable and efficient distribution" of television facilities throughout the U. S.

TBA STAND

Urges Standard TV Equipment

ENGINEERING committee of Television Broadcasters Assn. last week called upon Radio Mfrs. Assn. and Institute of Radio Engineers to "undertake expeditiously" standardization of equipment used in television broadcasting.

Raymond F. Guy, Chairman of TBA Engineering committee, wrote to Stuart Bailey, IRE president, and to Dr. W. R. G. Baker of RMA, that it has become increasingly evident in the last two years that difficulties have arisen out of differences in telecasting equipment and design by different manufacturers. Copies of Mr. Guy's letters also went to NAB and to Society of Motion Picture Engineers.

"A broadcaster who enters the TV field with equipment of one manufacturer encounters difficulty in the practical adaptation to his plant of equipment originating with a different manufacturer," he said.

Mr. Guy stated that on May 18 TBA created an ad hoc sub-committee on standardization, which, after a survey, recommended to RMA and IRE standardization in transmission levels and methods of measurement; patch cords, plugs and jacks; camera cables and their associated connectors; coaxial equipment connectors, and picture geometry and its method of measurement and adjustment.

DuMONT PLANT

Dedication Sept. 26

A SPECIAL one-hour telecast on the DuMont television network will mark the official dedication on Sept. 26, of the new DuMont television receiver assembly plant at East Paterson, N. J.

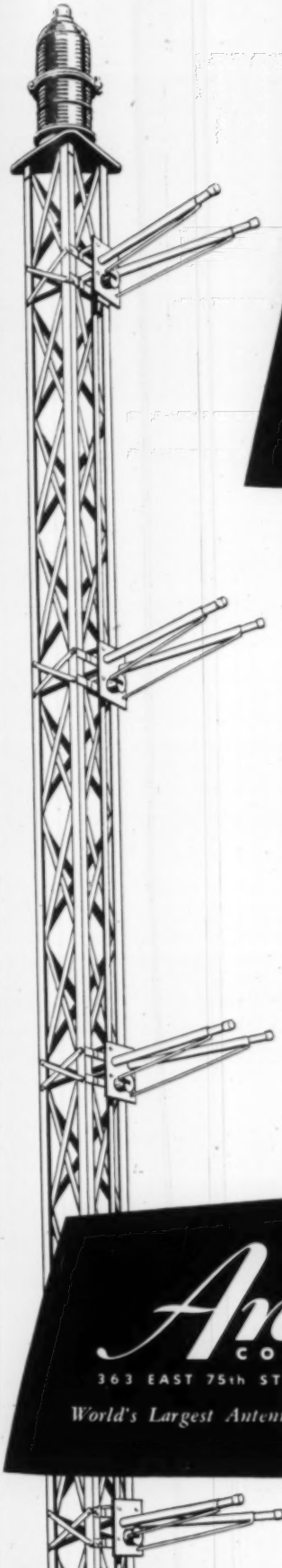
The program will trace the step-by-step assembly of a video receiver, and several DuMont network entertainers will participate.

The plant, said to be the world's largest of its type, was purchased from the War Assets Administration for $1,350,000. More than $750,000 was spent in converting it from a Wright aircraft plant to its present capacity.

At full scale capacity, the new plant is said to be equiped to produce one receiver every ten seconds, and three times the present number of DuMont employees engaged in assembly will work in East Paterson.

Governor Alfred E. Driscoll and other local and state dignitaries will participate in the dedication, which will include plant tours, special exhibits, viewing of guests on video and a cocktail party for the press.

Paul Eshleman, executive assistant to the vice president, is general manager of the plans committee for the occasion, and Leonard F. Cramer, vice president of the DuMont organization, will act as master of ceremonies.



GIVES YOU TWICE AS MUCH POWER GAIN PER DOLLAR!

NEW *Andrew* MULTI-V FM ANTENNA

TYPE	NO. OF BAYS	POWER GAIN	PRICE
1308	8	7.3	$2800
1304	4	3.7	850
1302	2	1.6	320

This table shows you why the new Andrew Multi-V is your best FM antenna buy!

NOW! Minimize your investment in equipment. Get top performance for only half the cost. The new Andrew Multi-V FM antenna is made and guaranteed by the World's Largest Antenna Equipment Specialists. It's another Andrew "First."

FEATURES

★ **Twice as much power gain per dollar as any other FM transmitting antenna!**

★ Top performance, yet half the cost of competitive antennas.

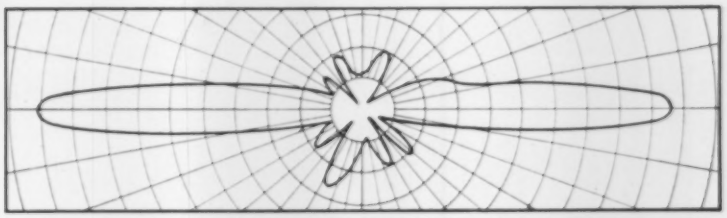
★ Side mounting construction permits installation on towers too light to support heavier antennas.

★ Circular radiation pattern.

★ Factory tuned to required frequency — no further adjustments necessary.

It will pay you *to use the Andrew Multi-V Antenna on your FM station. Write for Bulletins 86 and 186 for complete details TODAY.*

Andrew
CORPORATION
363 EAST 75th STREET · CHICAGO 19
World's Largest Antenna Equipment Specialists



Typical vertical plane field intensity pattern of 4 bay Multi-V FM Antenna.

TRANSMISSION LINES FOR AM-FM-TV · ANTENNAS · DIRECTIONAL ANTENNA EQUIPMENT · ANTENNA TUNING UNITS · TOWER LIGHTING EQUIPMENT · CONSULTING ENGINEERING SERVICES

TV DEMONSTRATES
Schofield Tells AMA

AN ADVERTISER with a product or service for sale "must display and demonstrate it, and television is the one and only mass medium that does both simultaneously and effectively," Arthur C. Schofield, director of advertising and sales promotion for DuMont TV network, said Thursday. He addressed a luncheon meeting of the sales promotion and merchandising group of American Marketing Assn. at New York's Hotel Shelburne on "Merchandising Your Product Through Television."

Bouncing an "unbreakable" dish off the floor, Mr. Schofield pointed out, "You could tell about that dish on the radio and you could both describe and picture it in a printed medium. But only on television could you say all you wanted to say about it, let a housewife see for herself just how beautiful a dish it was and then show her what rough usage it could take."

"On the radio" he stated, "a prospect just hears words and, if momentarily distracted, can entirely miss the meaning of a commercial that a sponsor has spent a lot of money to put across. Moreover, it's easy to misunderstand the spoken word because words mean different things to different people. The printed word, of course, is the impelling force of motion.

"TV however, by combining sight and sound with motion, can dramatize your service or your product to prospects under ideal selling conditions, can perfect your sales message to the nth degree and project it to an audience, relaxed and receptive, in the comfort of their own homes.

"Words, either spoken or written, are tricky," Mr. Schofield averred. "While the mind automatically translates them into pictures, an advertiser can never be sure just what picture of his product the spoken or written word is bringing to a prospect's mind. But on TV an advertiser can be sure that a prospect gets just the picture he wants him to have."

CHECKING possible camera positions for telecasting professional ice hockey games from Dallas, Tex., Ice Arena, are (l to r) Commercial Manager Sherrill Edwards of KBTV (TV) Dallas, Owner Clarence E. Linz of Dallas Texans, pro hockey team, and Chris Kelley, president of Texas Hockey League.

PHILCO CORP.
TV Set Output Increasing

WILLIAM BALDERSTON, Philco Corp. president, stated in a letter to stockholders on Sept. 12 that production of the new 1950 TV sets is being increased rapidly to meet the demands, but present indications are that available supply of merchandise will have to be allocated for some time to come.

"Very substantial orders have already been received from distributors and dealers for our new television receivers, and production is being increased rapidly to meet the demands," he noted.

"Philco has developed and incorporated in its new TV models a complete self-contained electronic aerial system which will eliminate the necessity of aerial installations of any kind in up to 80% of the present television areas," Mr. Balderston said. "In our judgment, this Philco development represents one of the most important technical advances in the history of television."

He continued:

Research on the built-in antenna system has been underway in our laboratories for the past several years. The Philco built-in antenna is an integral part of the television circuit itself and is entirely concealed within the cabinet. The aerial, made of pure aluminum sheet, is scientifically designed and shaped to make it responsive to all wave lengths. An electrical circuit is coupled to the antenna which may thus be tuned and matched exactly to each of the twelve television channels.

VIDEO HOOK-UP
WAAM, WTTG Share Sports

TWIN-CITY arrangement started Sept. 12 between WAAM (TV) Baltimore and WTG (TV) Washington permitting televiewers in both cities to see the same sports programming 3 to 6 p.m. Mon.-Sat., according to Samuel Carliner, executive vice president of WAAM.

On *Sports Room*, WAAM Sportscasters Joel Chaseman and Tommy Dukehart give sports results and interview local and national celebrities in the sports world. *TV Sports Special* stars Nick Campofreda, who is assisted by Mr. Dukehart, songstress Terry Grue, "Gunther Girl" Judy Bennet, and Chuck Thompson, who tells the sports story of the day. For this program, WTTG, DuMont station, occasionally feeds the Baltimore outlet special sports celebrity interviews. WTTG also feeds a Washington newscast to WAAM 4:55 to 5 p.m. Mon.-Sat.

KBTV SHOWS
First Video From Dallas

KBTV originated the first television show from a Dallas station Sept. 1 when it aired a pre-opening half-hour program featuring Glen Gray and his Casa Loma Orchestra.

Unrehearsed, the 7:30-8 p.m. show began an hour after the musicians arrived at the studios, en route to a night club engagement.

Good reception was reported in both Dallas and Fort Worth, on Channel 8, and one point 94 miles away was heard from. Sixty viewers phoned KBTV after the telecast to express approval.

Regular programming started Sept. 17.

KSD-TV CARD
New Rates Ready Oct. 1

KSD-TV St. Louis has issued its rate card No. 4, effective Oct. 1, listing rates for live talent programs and announcements, film programs and sound-on-film announcements and charges for rehearsal time.

Live rates run from $75 per minute "A" time, $45 per minute "B" time, to $350 per hour "A" time, $210 per hour "B" time, for 7-8-9 p.m. period. Film programs and sound - on - film announcement charges are the same, less 20% discounts. Rates for rehearsal time are $50 for each hour up to five hours and $150 for each hour in excess of five hours. Class "A" time is 1 p.m. to 11 p.m. Saturday and Sunday, and 6 to 11 p.m. Monday through Friday. Class "B" time is all other hours.

Chicago Speakers

HEADS of Chicago's four TV stations will speak at the opening meeting of the Chicago Television Council's 1949-50 season Wednesday in the Tavern Club. Those scheduled to discuss prospects for the new season are John Mitchell, WBKB, Balaban & Katz station; Frank P. Schreiber, WGN-TV, *Chicago Tribune;* John Norton, WENR-TV (ABC), and I. E. Showerman, WNBQ (NBC).

YOU GETTIN' COCKED FOR GUNLOCK (Ky.)?

If you're setting your sales-sights on Gunlock (Ky.), better draw a careful bead, Bud, or you may miss it altogether!

Here at WAVE we hunt bigger game — the magnificent Louisville Trading Area. This double-barrelled beauty is Kentucky's *one great metropolitan market*, and folks in its 27 counties have a 46% *greater* Effective Buying Income than do families in the rest of the State (where WAVE *isn't* heard)!

So lay that scatter-gun down, Suh, and let WAVE's AM, FM and TV *rifle-shot experts* really clean up for you in Kentucky!

LOUISVILLE'S WAVE

NBC AFFILIATE . . 5000 WATTS . . 970 KC

FREE & PETERS, INC.
National Representatives

for a better-than-ever BUY

IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 1390 KC
50,000 w FM 105.1 MC

WFMJ

BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

Dr. Polgar Performs

DR. FRANZ J. POLGAR, who was scheduled to start a hypnosis and mental stunt series on television Friday, demonstrated his skill at a news conference in a CBS studio Wednesday afternoon by putting four newspapermen into a hypnotic trance. He admitted he could also put any member of a radio or television audience under a spell, too, but that he did not intend to do so. Nor, he said, would he read commercial suggestions for his sponsor, Trimount Clothing Co., makers of Clipper Craft Suits, which through the William Weintraub Agency, has placed the show on CBS-TV under the title *The Amazing Polgar*, from 7:45 to 7:55 p.m. Fridays.

VIDEO TALENT

N. Y. Clearing House Opens

TELEVISION talent clearing house, modeled on Central Casting in Hollywood, has been created in New York. Hoyt Television Casting and Registry Inc., supervised by Howard Hoyt, theatrical agent, will open its offices Monday, Oct. 3, in New York's Playhouse Theatre Bldg., 137 West 48th St.

Others associated with Mr. Hoyt in the venture are Tom Elwell, theatrical producer; Denny Beach, formerly with Leland Hayward-MCA and now with the Hoyt Agency, and Phillip Bloom of National Publicity Assoc., all serving as directors.

The casting registry will make a service charge of $2 weekly to the actor, and serve as a clearing house for video networks and agencies seeking actors for productions. The agency also will publish four times a year a directory with photographic listings, to be distributed free of charge to networks and agencies. Charge of $2.50 will be made for the registered actor if he desires to be listed and furnished with a directory.

FILM THREAT

IATSE Wage Boost Averts Walkout

THREATENED STRIKE of 1,800 technicians in New York's film laboratories was averted by an agreement giving the union a 10% blanket wage increase, it was announced last week by John J. Francavilla, president and business manager of Local 702, IATSE.

Had the strike occurred, it would have tied up the making of television kinescopic prints, video newsreel and other telefilms.

In reaching a settlement, the union traded its original demands for a 32-hour week instead of the present 40-hour week for the pay boost and other concessions.

Mr. Francavilla estimated that the wage boost will amount to approximately $500,000 yearly. Individual raises will range from $4.30 to $13.20 weekly, with the average worker receiving between $6 and $8 more.

Other concessions included: 15% hike for midnight crew workers; severance pay increased from five to seven weeks and two weeks' vacation after two years' service instead of after three.

The union demand for the 32-hour week was opposed on the ground the employers could not handle their volume of business on such a basis. Also deferred was a welfare plan, which the employers contended could not be set up for just one part of the film industry but would have to be coordinated with all its sections.

Deadline Last July 31

The film laboratory companies and television films faced a strike deadline midnight, July 31. Last minute intervention between the heads of several major Hollywood studios, for which the New York laboratories make prints, and IATSE President Richard F. Walsh averted the strike [BROADCASTING, Aug. 1].

Negotiations then were resumed personally between Mr. Walsh and the film company heads. The formula finally reached was approved by the Employers Laboratory Committee, headed by Joseph McMahon of Consolidated Film Industries, and ratified at a meeting of Local 702.

Labs covered in the agreement: Consolidated; De Luxe; Paramount Pictures, Long Island; Paramount News; Warners Ace Film Laboratory; Warners Home Office Print Dept.; Pathe; Du-Art; Mecca; Guffanti; Movielab; Circle; Precision; Malcolm; Mercury and Producers. Separate negotiations have yet to be held with RKO, National Screen Service, Ansco Film Laboratories and WPIX Television. Outcome of the latter talks is expected, as the past, to follow the pattern set by the major agreement.

TV POTENTIAL

Unlimited Field, Says Swezey

TELEVISION is the best educational and entertainment medium yet devised, Robert D. Swezey, executive vice president of WDSU-TV New Orleans, said in an address last week to delegates at the second session of the 31st National Recreation Congress.

Discussing "Effects of Television on the Use of Leisure Time," Mr. Swezey told his New Orleans audience that TV "potentials for an ultimate good are unlimited. But, he cautioned, recreation directors must see that "a sensible program for television audiences" is integrated as a balanced fare. "There is no reason for children to sit six or eight hours watching television programs."

Mr. Swezey, pointing out that "television is here and we must accept it," continued: "I believe our children's programs are wholesome and good. But it is like the advent of the automobile, the radio, the atomic age. Whether they are good things for us, I don't know. But we must direct them toward an ultimate good."

DuMont Sales Offices

SALES OFFICES of the DuMont TV network have been opened in Chicago and San Francisco, Mortimer W. Loewi, director, announced last week. Gil Berry, former sales manager of ABC's Central Division, heads DuMont's sales office in Chicago [BROADCASTING, Aug. 8], with headquarters in the Field Bldg. Richard Railton of Richard Railton Co. is video-network's San Francisco representative. His offices are in the Monadnock Bldg. Comdr. Loewi also announced sharp increase in number of DuMont network programs originating at WGN-TV Chicago, including *Chicagoland Mystery Plays*, *Cross Questions* and the *Al Morgan Show*.

SHIP'S Reporter shows telecast on WJZ-TV New York is being adapted for radio presentation by its m.c., Jack Mangan.

RCA
TUBES ...
the standard of comparison
5769
RCA RADIOTRON ELECTRON TUBE
Look to RCA's continued leadership in TV—for the finest and most advanced tubes money can buy.
• RCA tubes for all types of broadcast service are available from your local RCA Tube Distributor or direct from RCA.
The Fountainhead of Modern Tube Development is RCA
TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

CORNELL FILM

Educational Video Planned By Hanna

CORNELL FILMS, new branch of Cornell U.'s radio-television interests at Ithaca, N. Y., already has started production on three television films, General Manager Michael Hanna announced last week.

One will be on a livestock subject, another on poultry and the third on how a baby is born. Although educational, all the films will be produced with the intention they be sponsored, Mr. Hanna said. The baby films, for example, might be carried by a drug, baby food or baby equipment company.

He also divulged that although Cornell Films will make and sell films, the bulk of its business may be from rental of its production. It is planned to make Cornell Films serve television the way the biggest transcription companies serve radio, he said.

Since Cornell Films will have the resources of a great university behind it and is situated in a locality where farm, city, factory and laboratory settings are all available, Mr. Hanna foresaw that the company would be in a position to produce with economy resulting from savings in set making and in obtaining technical advice.

Showmanship First

He also stressed that although most films produced will have an educational slant, showmanship and entertainment will be the first consideration.

He stressed further that no company he knows of is now producing TV films which can be regarded as giving a television station public service credit. His company intends, among other projects, to popularize the wonders of science in educational films which can fill a public service need. Emphasizing this, he said:

"What will television stations be able to say at a license renewal hearing when the FCC asks, 'What have you shown in the public interest?' We expect to be able to give telecasters the ammunition to be able to answer that question. No one else seems to be thinking of the question, but it is bound to come up and we're thinking about it now."

RMA TV SETS

Ships 1,706,372 Since '47

TOTAL shipments of 1,706,372 TV receivers had been made by member companies of Radio Mfrs. Assn. between Jan. 1, 1947, and July 1, 1949, according to a city-by-city compiliation released by the manufacturers. RMA companies are estimated to turn out over 85% of the industry's TV sets.

Shipments of TV receivers during the first half of 1949 totaled 742,166 units, according to RMA. These went into 49 TV broadcasting areas (within radius of 50 miles of TV stations).

The actual shipments trailed RMA production figures due to the customary lag in distribution and to delays in some company reports. Production figures for the half-year amounted to 913,071 sets. RMA's shipment figures are designed to show where TV sets are going. Future reports will be issued quarterly. Tabulation of TV set shipments by TV service areas follows:

	Half-Year (1949)	Accumulative (Since Jan. 1, 1947)
Albany, N. Y.	9,801	22,580
Albuquerque, N. M.	71	317
Atlanta, Ga.	3,184	8,015
Baltimore	21,158	49,259
Birmingham, Ala.	2,199	2,222
Boston	49,286	88,233
Buffalo, N. Y.	12,092	21,196
Charlotte, N. C.	1,718	1,949
Chicago	77,278	156,694
Cincinnati	19,196	33,283
Cleveland	31,406	52,714
Dallas	2,016	8,303
Davenport, Iowa	473	921
Detroit	36,535	62,871
Erie, Pa.	690	993
Greensboro, N. C.	562	562
Houston	2,106	4,365
Huntington, W. Va.	30	30
Indianapolis	5,704	6,276
Jacksonville, Fla.	95	95
Kansas City, Mo.	4,549	5,098
Los Angeles	60,407	137,332
Louisville	2,042	5,161
Memphis	1,970	5,072
Miami	2,800	3,643
Milwaukee	10,439	23,378
Minneapolis	4,711	10,947
Nashville	58	113
Newark, N. J.	59,978	163,504
New Haven, Conn.	10,733	27,805
New Orleans	1,691	5,674
New York City	152,619	425,648
Oklahoma City	2,810	2,838
Omaha, Neb.	1,109	1,146
Philadelphia	75,222	204,461
Phoenix, Ariz.	22	22
Pittsburgh	15,185	21,323
Portland, Ore.	425	559
Richmond, Va.	2,879	6,100
St. Louis	12,944	29,196
St. Petersburg, Fla.	51	95
Salt Lake City	861	1,862
San Antonio	87	87
San Francisco	7,897	20,194
Seattle	2,591	7,160
Syracuse	2,196	4,599
Toledo	7,378	13,008
Tulsa, Okla	203	203
Washington, D. C.	22,709	53,305
Miscellaneous	—	5,961
TOTAL	742,166	1,706,372

TELE-KING Corp., New York, has introduced new type of indoor TV antenna, "Tee-Vee Tenna," comprising two steel rods which can be rotated in any direction, circular, vertical or horizontal, priced at $4.95.

Announcing:
Christmas Wreathes The World
• 25 one shot half hours.
• Low cost, one man production.
• Exclusive rights.
For **FREE** Sample Script and complete details contact:
Radio Script Services
218 N. Duke Street
Lancaster, Penna.

Television Sets by Cities

Based on BROADCASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	700	Station
Atlanta	WAGA-TV, WSB-TV	16,000	RMA
Baltimore	WAAM, WBAL-TV, WMAR-TV	76,059	TV Circ. Comm.
Binghamton	.....	300	Distributors
Birmingham	WAFM-TV, WBRC-TV	4,750	Distributors
Boston	WBZ-TV, WNAC-TV	125,000	Distributors
Buffalo	WBEN-TV	28,511	Buff. Elec. Co.
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ-TV	175,000	Elec. Assn.
Charlotte	WBTV	6,200	Dealers
Cincinnati	WCPO-TV, WKRC-TV, WLWT	31,000	Pulse
Cleveland	WEWS, WNBK	75,506	West. Res. U.
Columbus	WLWC	9,500	Distributors
Dallas, Ft. Worth	See Ft. Worth-Dallas listing.		
Davenport	.....	22	Distributors
Dayton	WHIO-TV, WLWD	13,250	Distributors
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	75,000	Det. Edi. Co.
Erie	WICU	8,200	Distributors
Ft. Worth, Dallas	WBAP-TV, KBTV	13,300	Dist. & Deal.
Grand Rapids	WLAV-TV	4,000	Distributors
Houston	KLEE-TV	6,500	Distributors
Huntington	.....	154	Distributors
Indianapolis	.....	8,000	Dist. & Deal.
Johnstown	WJAC-TV	3,500	Distributors
Lancaster	WGAL-TV	9,600	Station
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	186,777	Rad. & Appl. Assn.
Louisville	WAVE-TV	8,063	Dist. & Deal.
Memphis	WMCT	6,300	Distributors
Miami	WTVJ	8,100	Station
Milwaukee	WTMJ-TV	32,830	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	23,650	Distributors
New Haven	WNHC-TV	40,100	Station
New Orleans	WDSU-TV	6,000	Dept. Commerce
New York	WABD, WCSB-TV, WJZ-TV, WNBT, WPIX	800,000	DuMont
Newark	WATV	Incl. in NY estimate	
Oklahoma City	WKY-TV	4,965	Okla. El. Co.
Omaha	WOW-TV, KMTV	4,629	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	225,000	Elec. Assn.
Pittsburgh	WDTV	25,000	Dist. & Sta.
Portland	.....	606	Eng. est.
Providence	WJAR-TV	7,500	Station
Richmond	WTVR	14,437	Station
Rochester	WHTM	3,139	Elec. Assn.
San Diego	KFMB-TV	5,500	Dealers
San Francisco	KGO-TV, KPIX	10,628	N. Cal. El. Assn.
Schenectady	WRGB	28,500	Distributors
St. Louis	KSD-TV	40,800	Elec. Co.
Salt Lake City	KDYL-TV, KSL-TV	6,000	Station
Seattle	KING-TV	7,800	Distributors
Syracuse *	WHEN	8,439	Distributors
Toledo	WSPD-TV	18,500	Distributors
Utica-Rome	.....	1,750	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	57,400	TV Circ. Comm.
Wilmington	WDEL-TV	15,356	Dealers
STATIONS	80	2,290,621 Approx. Total Sets	

* Also claims coverage Utica-Rome area.

Editor's Note: Sources of set estimates are listed for each city. Total sets in all cities surveyed is necessarily approximate since two areas may overlap in some instances. To offset this there are many scattered sets in areas not in the primary area of a television station and not included in the survey.

RCA LEADER
In N. Y. TV Owner Survey

OVER 53% of the television sets in the New York area were made by the "Big Three," a drop of 7.8% since June 1949, according to a research analysis of TV set ownership conducted during June, July and August in New York's metropolitan area by Advertest Research.

RCA was leading maker with 34.5% of the sets; Philco second with 10.6% and DuMont third with 7.9%. Other makes, in order, were GE 6.9%, Admiral 5.8%, Crosley 4.8%, Emerson 4.4%, Motorola 4.3% and Fada 3.8%. An additional 17% was divided among 26 other manufacturers mentioned.

Compiled from apendix material contained in Advertest's monthly research reports, "The Television Audience of Today," analysis was based on interviews among four income groups: A—over $7,500 per year, B—$5.000 to $7,500 per year, C—$3,500 to $5,000, and D—under $3,500.

RCA led in ownership in all four groups—42.4% in A, 32.6% in B, 29.2% in C and 26.3% in D. DuMont was runner-up in A group with 15.3%; Philco in B with 12.2%; Motorola in C with 10.2%, and Philco in D with 17.5%. Philco placed third in A group with 7.2%; DuMont in B with 8.1%; Philco in C with 9.7%, and Emerson in D with 10.9%. Most popular type of set was the table model owned by 61.8%, followed by console owned by 27.8%, consolette by 9.4% and projection by 1.0%.

PICTURE tubes are larger, and most popular TV set price range is $200 to $300 for new 1950 TV sets, according to analysis prepared by Caldwell-Clements magazines.

WBAL
means business
in Baltimore

World Series

(Continued from page 47)

combined at between $350,000 and $400,000.

Mr. Chandler himself told BROADCASTING that announcement of the financial details could not be made for the present and probably will be withheld until the Series actually is near its end.

He explained that many items, such as theatre television rights, might not be completely entered into the accounts until such a late date and that announcement would be held up until all the money matters could be wrapped up in one report. Meanwhile, it was learned that theatre-TV rights may amount to another $10,000 for organized baseball.

The series will open Oct. 5 in the city of the American League pennant winner. The camera crews to be used will be basically the crews which have been working the particular ball park regularly during the season.

Augmented crews manning as many as five or six cameras, instead of the usual two or three, are said to be under consideration. Additional cameras, for example, might be placed in the bleachers to give a back view of the game and at points to pick up outfield action better.

Text of the notification to TV stations follows:

We're happy to advise that (name of network) in cooperation with the Gillette Safety Razor Co. and all other television networks is able to make available to your station pooled telecasts of complete World Series baseball games. The four networks have agreed to absorb originations and cable costs and the games are offered to all on a no pay, no charge basis with the understanding that you will agree to carry the entire Series of telecasts, including all Gillette commercial announcements. Starting date of Series is Wednesday, Oct. 5, at 12:45 p.m. (EST). Full details will be supplied as soon as possible. Publicity may be released immediately.

TV OK for Eyes

RESULTS of an investigation into the effects of television viewing on eyesight, conducted by the Information Research Committee of Television Broadcasters Assn., "has proved conclusively that TV does not harm the eyes," the committee states in a four page brochure issued last week. Pamphlet contains statements by opthalmologists and optometric and medical associations agreeing, without exception, that watching television has no detrimental effect on the eyes. Book also includes recommendations of these same authorities for best viewing conditions to be followed by TV viewers.

SUPERIORITY COMPLEX

My husband, advertising manager of the Ding-Bat Company, used to be a nice fellow with just enough of an inferiority complex to make him easy to live with. Since he picked KXOK, sales have gone up so fast my husband thinks he's the smartest advertising manager in town. Now he has a superiority complex and he's positively obnoxious.

Unhappy Wife

Dear Unhappy Wife:

Maybe KXOK should have the superiority complex instead of your husband. During March, 1949, KXOK was within share of audience striking distance of first place in St. Louis. Briefly, this means KXOK delivers more Hooper audience per dollar than any other St. Louis network station. No wonder Ding-Bat products are going to town. When your husband checks KXOK's low-cost-per-Hooper point, KXOK's wide coverage, and KXOK's low-in-St. Louis rates, he'll be even cockier!

KXOK, St. Louis

630 on the dial

Basic ABC 5,000 Watts A "John Blair" station

Color Telecasts

(Continued from page 48)

was believed, however, the UHF transmission would be employed in setting up the color equipment in Washington to prevent disruption to present WNBW operation. VHF-UHF color comparisons also may be made during the demonstrations.

CBS indicated that because the RCA and Color Television Inc. systems were only very recently announced and apparently confined only to the laboratory, it is "not in a position either to oppose or support" the systems. However, the network said that if either system "should out-perform the CBS color television system in all respects at no greater cost, and if further, the system is ready for public use promptly, or, alternatively, if there can be certain assurance of its operation, in the manner promised, within a fixed and reasonably short period of time in the future, Columbia will support such other system."

However, on the basis of information now on file, Columbia said it believed there are a number of major questions yet to be answered as to both systems. CBS said in this connection "it is essential to distinguish sharply between a 'paper' system of color television, and an actual operating system." It was pointed out that even if a paper system were to work out in practice as promised, there should be considered the dollar cost and the actual time needed to achieve practical operation.

Color vs. Black & White

CBS outlined the following factors to be considered in judging the various color TV systems: Actual performance of color system with respect to standard black and white pictures; actual performance of color system with respect to black and white pictures from color signals and with respect to color pictures from color signals; cost of adapting existing black and white receivers to receive black and white pictures from color signals; adaption cost to receive color pictures from color signals, cost of future color receivers and cost of converting future black and white sets; cost of transmitting and studio equipment, and time within which a color broadcasting service can be established.

TELEVISION panel symposium highlighted 1949 West Coast convention of the Institute of Radio Engineers. Participants were: seated (l to r), Larry Reed, chief engineer TV California; Al Hyne, RCA Service Co.; Al Isberg, chief engineer KRON-TV San Francisco; Al Towne, director of engineering KSFO-KPIX (TV) San Francisco; standing, Alvin MacMahon, toll service transmission engineer, Pacific Tel. & Tel. Co.; Harry Jacobs, engineer KGO-TV San Francisco; Royal V. Howard, symposium moderator, and Harold See, TV director, KRON-TV.

CBS indicated another fundamental distinction must be made between basic color systems and types of apparatus which may be employed. Concluding a table of comparisons of the three systems, CBS asserted that its system "can utilize all forms of apparatus thus far suggested" but that the "converse does not hold." "As a result," CBS said, "the economic and operating characteristics of the RCA and Color Television Inc. systems cannot rise above the economical and operating characteristics of the apparatus usable by either."

On other points CBS urged that standard terminology be adopted to avoid confusion at the television hearing. Columbia indicated it would be "more accurate and clear to designate the RCA transmission to its system not as 'time multiplex' but rather as 'dot sequential' as distinguished from Columbia's 'field sequential' and Color Television Inc.'s 'line sequential'."

CBS opposed the proposal of Paramount Television Productions supporting intermixture of VHF and UHF channels on grounds more than half the present set owners would have to buy converters and UHF receiving antennas. The network disagreed with contention of Radio Mfrs. Assn. that color TV is years away since it "understands that certain receiver and component manufacturers will testify at the hearing to a shorter timetable." CBS agreed with RMA's position that any new color system should be "superimposed" on present monochrome system with minimum dislocation.

The network observed that the proposal of Dr. Charles W. Geer concerned a specific piece of apparatus rather than a color TV system, but that such apparatus, "when and as developed to a point of satisfactory performance and economic feasibility, can be utilized" in the various systems of CBS, RCA and Color television.

May Examine

Columbia indicated it is "agreeable to affording DuMont, in accordance with its request" of a fortnight ago [BROADCASTING, Sept. 12], "the opportunity to examine the CBS equipment and methods, and Columbia's patent rights and license agreements involved in their commercial utilization, to the extent relevant to the issues of the hearing.

CBS said it is agreeable to "comparative demonstrations requested by DuMont provided that the standard black and white receivers are of a type now commercially available and in common use, and that the viewing conditions are normal." The network also indicated it will "endeavor to arrange for the demonstration of typical types of program material, within reasonable limits of cost and convenience."

CBS opposed the Philco proposal that FCC not permit any color standards except such involving complete compatibility and excluding such involving even slight modification of receivers. CBS argued the public should not be deprived of color merely because some minor, inexpensive modification may be required to receive color signals in black and white.

CBS also did not agree with Philco that further time be allowed to investigate all possible color systems. Columbia held the Sept. 26 hearing will include sufficient information concerning compatible systems and delay "would threaten grave injury to the public." Similar view was taken on the like proposal of Joint Technical Advisory Committee of RMA and Institute of Radio Engineers.

Mr. Muller said his patent applications disclose "fundamentally new all-electronic color television systems requiring a single channel and non-critical receiver adjustments, and using to the utmost the present black and white receivers on 6 mc." He said he is seeking aid in developing and commercializing his invention.

Mr. Muller reported his system uses "to the utmost the circuit and reproducer layout of conventional black and white receivers to which is added a plural lens-projector for converting the raster into a picture in natural colors." He explained that "in a typical embodiment this plural projector takes the form of a 'lens-plate' molded as a whole of plastic, glass or gelatin of very low optical resolution."

He stated that the system "may be looked upon as an improvement of the known class of apparatus wherein portions of a raster (or record in black and white) are alloted to three or several images in the primary colors adopted for optical combination by individual projection."

Smith Gets Scope

THE RISDON MFG. CO., Naugatuck, Conn., has appointed Paul Smith Advertising, New York, to handle advertising for Scope, "The cigarette holder that telescopes." Television is currently being used with participations on the Art Ford show on WPIX New York. An additional video campaign is expected to be added later.

IF YOU HAVE A SPOT RADIO PROBLEM

CONTACT OUR NEAREST OFFICE

Joseph Hershey McGillvra, Inc.

RADIO AM-FM-TV REPRESENTATIVES

Executive Offices—366 Madison Avenue, New York 17, Murray Hill 2-8755

NEW YORK • CHICAGO • LOS ANGELES

SAN FRANCISCO • ATLANTA

45.0

"HOOPER"*

*(average 5 periods, Winter, 1948)

proves the best buy in

DANVILLE, VA.

is

WBTM

5kw (d) ABC 1kw (n)

Rep: HOLLINGBERY

AM TO STAY

There's Room For All, Says Barry

"ABC THINKS that AM is here to stay, even though it recognizes the selling potential of TV," Charles (Bud) Barry, ABC vice president in charge of AM and TV programs, advised the Hollywood Advertising Club at a luncheon Sept. 12, heralding the debut of KECA-TV, ABC station in Hollywood. The new TV station was scheduled to open Friday (Sept. 16).

Mr. Barry

Television is like "the automobile business all over again," Mr. Barry said, pointing out that like the auto, television will open new roads, this time to new salesways. He emphasized that television is important but urged all media such as radio, newspapers and motion pictures, "to get over their fears" since there is decided room for all.

In television, Mr. Barry said that facilities are all-important and felt that ABC had justified its faith in this belief through its $7 million investment in the facilities of five stations in New York, Chicago, Detroit, San Francisco and now Los Angeles. For out of better facilities, he said, only better shows will come.

Taking the 20-acre facilities of ABC in Hollywood as an example, Mr. Barry said he'd be delighted to escort any of the NBC stars on a tour of the plant and promised to return them to NBC unhappy. In a serious vein, he said "television needs space and we have it." Comparing New York with Hollywood, he said that there was nothing in the eastern city to compare with ABC's Hollywood Television Center.

Frank Samuels, ABC's western division vice president, said they were very proud of the start of KECA-TV, but they were equally proud that western division AM business had increased 224% over last year. He also reported that KGO-TV, the network's San Francisco television outlet, is currently about 90% commercial.

Like Mr. Barry, he stressed the continuing importance of radio in the national advertising picture, while recognizing that television "fills a new need in the field of selling." But for the most national coverage at the most economical price, he said, radio is still the buy. Furthermore, he pointed out, sales or radio sets are still proceeding at a greater annual pace than television sets by a decided edge of several million.

Paul Mowrey, national director of television for ABC, said there was little doubt that Hollywood would wind up as the medium's production center. To this end, he said ABC would shortly be originating considerably more hours of programs in Hollywood via KECA-TV for later kinescope presentation in eastern and midwestern cities than any other network. "We believe in Hollywood and we're proving it with program action," Mr. Mowrey concluded.

Chairman of the meeting was John Weiser, Ruthrauff & Ryan Hollywood vice president. Others participating were Frank Marx, ABC vice president in charge of engineering; Bert Carter, western regional manager, Dodge Div., Chrysler Corp., who together with Les Hoffman, head of Hoffman Radio and television Corp., are co-sponsoring the USC-UCLA football games this fall; E. C. Schmidt, public relations consultant, Union Pacific Railroad, sponsor of the KECA-TV opening night variety show; Robert Laws, the network's western division sales manager.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE EXCESS POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write

Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

$1 BILLION TV INVESTMENT

Cohn Alerts TOA to Medium's Impact

WITHIN three years the television industry has come to represent an investment of $1 billion as contrasted to the total motion picture industry investment of $2,700,000, acquired over many years, Marcus Cohn, law partner in the Washington firm of Cohn & Marks, advised the national convention of the Theatre Owners of America in Los Angeles last week (Sept. 12-15).

Mr. Cohn, TOA television consultant, advised the theatre men that radio and newspapers, as well as the movies, must recognize the impact of television on them. Television's growth he felt, was not something to be passed over lightly as a competitor for the entertainment dollar.

With the aspect of technical performance established for theatre television, Nathan Halpern, television consultant to Fabian Theatres, New York, told the convention that only the questions of programs and profitability remain. In programs he felt that immediate possibilities exist in outstanding sports and news events. Ultimately he felt that theatre TV must be "in superior programs only available in the theatres."

On question of profitability, he admitted that single theatre installation ranged between $15,000 and $25,000, but said that greater demand would lower these prices. Despite cost, however, he said that some limited experience had shown that theatre TV would hike revenues on admission as well as concessions (candies etc.), thereby justifying the initial investment.

Movie TV Test

PARAMOUNT Television Productions Inc., operator of KTLA (TV) Hollywood, was given approval by FCC last week for use of its experimental TV relay station W6XCM in a large screen movie television test. Showing was on Tuesday at 5 p.m. of amateur boxing matches at Olympia Auditorium there with event being relayed to the Ambassador Hotel, Los Angeles, for screening.

VHF Video

(Continued from page 47)

sharing arrangement providing for joint use of frequencies by telecasters and the government on a non-interference basis also is considered possible.

There is a clear difference of opinion between these engineers and the Commission with respect to the number of additional channels needed to meet demand.

In its proposed VHF-UHF allocation, which will be one phase of the Sept. 26 hearing, FCC allocated 42 UHF channels, and the Joint Technical Advisory Committee of the Radio Mfrs. Assn. and Institute of Radio Engineers has recommended an even greater expansion on the theory that TV should have as many channels as AM or FM.

The government engineers advocating UHF postponement, however, maintain that six new VHF channels would permit a satisfactory allocation for the immediate future. In this they have the support of at least some private broadcasters, most of whom feel reliable UHF service is years away. Of 20 current TV applicants queried in one informal survey, 18 reportedly said they would withdraw rather than go to UHF.

G & E PUBLISHING Co., New York, announces that *Telecast*, video fan picture magazine, will make its debut Oct. 18.

WFBC's 853,700 PEOPLE
IS GOOD FISHIN'
THE Best IN SOUTH CAROLINA

● WFBC has top Conlan rating in South Carolina's first market . . . first in Retail Sales, Payrolls, Employment, Automotive Registration, and Radio Homes. It is "BEST FISHIN' IN SOUTH CAROLINA."

NBC FOR ALL THREE
GREENVILLE-SPARTANBURG-ANDERSON MARKETS
WFBC
5000 Watts 19 Hours Daily
and WFBC-FM
93.7 Channel • 60,000 Watts
GREENVILLE, S.C.
THE NEWS-PIEDMONT STATION
REPRESENTED BY AVERY-KNODEL, INC.

Film Report

FRANK E. MARTINO, former account executive with ABC-TV, currently producing TV commercials. First venture, "Fil Fahrenheit's Weather Wheel" film, is weather indicator in replica of sponsor's product. Mr. Martino's New York offices are at 505 Fifth Ave. . . . **American Releasing Corp.**, Hollywood, has been appointed to handle **Vitatone's** series of 26 half-hour television films, "Stories Behind Famous Paintings."

U. of Miami Radio-TV Dept. will offer this fall for first time course in motion picture production designed specifically to produce films for television. Grant E. Shepard of Hollywood, Calif., will teach course. Projects will include production of titles, out-door sequences and special effects for integration with live television productions. . . . **Robert Stevens**, Hollywood, has started production on half-hour television film show featuring comedian Benny Rubin. Titled *Benny Rubin Show*, it will have fantasy format.

Sarra Inc., Chicago, has completed first in series of one-minute TV commercials for **Purity Bakeries**. Agency: **Young & Rubicam**, Chicago. Opening spot advertises Taystee Bread and combines live action and stop motion photography plus vocal sequences by "Honeydreamers" mixed quintet.

Society of Motion Picture Engineers, in cooperation with major telecasters, has just completed television test film permitting rapid check of picture size, contrast and detail. Film developed by committee under chairmanship of **Dr. R. L. Garman**, research director of General Precision Labs, enables telecasters to be certain they are transmitting all film producer intended with best possible picture quality. Nine hundred eighty-five-foot reel presents seven different test targets and 15 scenes of outstanding quality, photographed specifically for television. Now available in 35 mm at $70, it will soon be ready in 16 mm. Film may be purchased from SMPE, 342 Madison Ave., New York.

Harold C. Strotz has resigned as vice president of **Wilding Picture Productions Inc.**, Los Angeles, to devote his entire time to **Muntz TV Inc.** of which he has been director for past year. . . .

Kling Studios, Chicago, has completed commercials for Standard Oil Co. of Indiana through **McCann-Erickson**; for product "Heet" through **Ruthrauff & Ryan**; and for **Weco Products** through **J. Walter Thompson Co.** All are Chicago agencies.

Trick Horse

AN alert WAVE-TV Louisville engineer has rescued an elevator-plunging horse at the station studios. "Sonny Boy," a trick horse, was brought into the studios for *Juniors Pet Show*. Brought up marble stairs by owner, horse startled the receptionist by bolting into her desk. After the program's end, the owner selected the passenger elevator for "Sonny Boy's" descent because the steps were too steep and slick. Strenuous pushing and squeezing placed the horse snugly in the elevator but left no room for the operator. While pondering the matter, horror was experienced by the owner and Dick Jackson, WAVE-TV director, as the elevator door suddenly closed automatically and the horse disappeared. They visualized a would-be passenger on another floor of the building greeted by "Sonnny Boy." Rescuer was Engineer Frank Burger who had walked to the ground floor and pressed the elevator button returning the horse to safety.

Sheaffer Video

W. A. SHEAFFER PEN Co., Fort Madison, Iowa, will sponsor the INS film, *This Week In Sports*, on CBS stations in Boston, New York, Detroit, Philadelphia and Washington Tuesday, 10-10:15 p.m. EST, starting Sept. 20. Show will be spotted on CBS stations in Buffalo and Cleveland because network time was not available. Delayed telecast has been contracted on WBKB Chicago for Wednesday, 8:30-9 p.m. CDT. Agency is Russel M. Seeds, Chicago.

GRID TV SHOW

Two Sponsors in 7 Markets

HALF-HOUR television show of football highlights, *Touchdown*, has been purchased in four cities by the Pennsylvania Ford Dealers through J. Walter Thompson, Co., New York.

The telecast will be aired on the following stations and at the following Friday night times: WJAC-TV Johnston, WFIL-TV Philadelphia, both 7:30-8 p.m.; WDTV Pittsburgh 8:30-9 p.m.; WGAL-TV Lancaster, 6:30-7 p.m.

A package of F. Walker Orr, the series also has been purchased for telecast on three ABC stations, by Chrysler Sales Div., through McCann-Erickson, New York. Program will be aired on WJZ-TV New York and WMAL-TV Washington, Friday, 7:30-8 p.m. and on WXYZ-TV Detroit, on Wednesday, 7:30-8 p.m.

In addition Chrysler Sales will sponsor *National Pro Highlights*, showing each week's outstanding plays of professional football contests on WENR-TV Chicago, another ABC affiliate. This series, also placed through McCann-Erickson, will be telecast Friday, 7-7:30 p.m., starting Sept. 30.

KRTV DELETED

KEYL Given Extension

CONSTRUCTION PERMIT for KRTV (TV) Minneapolis has been cancelled by FCC. Action was taken on advice of the station that it was unable to comply with the condition of its grant requiring Minnesota Tribune Co., holding firm, to dispose of its 14.6% interest in the Minneapolis Star and Tribune Co., KRTV's parent firm, or give up its 50% interest in WTCN-TV there.

FCC held that its duopoly rule precluded the same interest from having a share in both television stations in the same town [BROADCASTING, March 21]. WTCN-TV is in operation. Meanwhile, the Commission also has reconsidered and set aside its June 29 action denying extension of completion date to KEYL (TV) San Antonio. Extension was granted to Jan. 7, 1950.

What are advertisers coming to?
In Memphis
they're coming to
WMPS
10,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOCYCLES
AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY
RADIO REPRESENTATIVES, INC.

XUM

Commercial

FORD BILLINGS, former sales manager of WEIM Fitchburg, Mass., named commercial manager of WWCO Waterbury, Conn. He replaces **MORT SILVERMAN**, resigned.

FRED VANCE appointed television sales executive for WOAI-TV San Antonio, Tex., which will begin commercial operations soon. He formerly worked in national sales department of KMPC Los Angeles, as commercial manager for WEEK Peoria, Ill., and in commercial department of KTSA San Antonio.

Mr. Vance

BOB SMITH, member of WSAZ Huntington, W. Va. sales staff, elected secretary-treasurer of advertising club of Huntington. **TOM GARTEN**, also member of station's staff, elected program director of club.

JOHN J. COLE, former morning news editor of KCMO Kansas City, Mo., appointed sales service manager for WDTV (TV) Pittsburgh, Pa. He has been in sports and news with KFRU Columbia, Mo.

HELEN BURKE, formerly with The Rogerts, Los Angeles advertising agency, joins KFI Los Angeles sales department.

THOMAS E. POPE, former staff singer at WELD Columbus, Ohio, joins sales staff of WMRN Marion, Ohio as commercial representative.

PAUL A. KEHLE, formerly of WTBF Troy, Ala., named general sales manager of KVER Albuquerque, N. M.

JOSEPH K. MARSHALL, formerly account executive with KCBS and KYA San Francisco joins KNX Hollywood in similar capacity.

KYLE WM. HALL, former time salesman with WJJW-FM Wyandotte and WJLB Detroit, joins sales staff of WMLN-FM Mt. Clemens, Mich. He also will work with *Daily Monitor-Leader* and *South Macomb News*.

KCRA-AM & FM Sacramento, Calif., appoints **Robert Meeker Assoc.**, Chicago, as eastern representative. **W. S. Grant & Co.**, Los Angeles, handles western representation.

BOB RUTTER, salesman at KJR Seattle, is the father of a girl.

WILLIAM A. AYRES, formerly managing editor of *National Grange Monthly*, opens offices in San Francisco and Los Angeles as national magazine and radio representative.

BOARD of Directors of Philco Corp., Philadelphia have declared regular quarterly dividend of 50c per share on common stock, payable Sept. 12 to holders of record Aug. 29. Board also declared regular quarterly dividend of 93¾c per share on corporation's preferred stock, 3¾% Series A payable Oct. 1 to holders of record Sept. 15.

RADIO BOOKLET

U. S. C. of C Issues

A BROCHURE-EYE view of what radio can accomplish for more than 2,500 Chambers of Commerce, trade associations and other business groups is now available to local Chamber executives throughout the U. S.

The U. S. Chamber of Commerce, in Washington, D. C., has prepared a booklet, *130,000,000 Listeners*, designed to afford a comprehensive working knowledge of the radio industry, and to help executives analyze promotion programs from which they may derive maximum benefit for time and money expended.

The brochure was compiled by Albert Leitch, national C of C radio director, in response to numerous requests for technical assistance in radio programming on local levels.

Three broad classifications are covered in comprehensive detail: The industry itself, integration of C of C activities with radio and sample programs and suggestions.

The book points out that, with about 1,000 more stations than newspapers in daily service, it is possible to reach more people through radio than through the daily press and magazines combined—and that listeners are no more apt to be responsive than newspaper readers. But certain offers, testing listener response, can be "eye-openers."

National Chamber, for instance, cites distribution of more than one million copies of a booklet as direct result of an announcement on one *Let Freedom Ring* program, which it sponsors on ABC.

Notation on Press

The brochure also notes that "copy making the local newspaper" does not necessarily mean it is read. "Actually, making the paper is equivalent to 'getting on the air.' There is no guarantee you have readers, anymore than you have listeners unless your story has local interest . . . The fallacy lies in the fact that the printed newspaper story offers something to exhibit for an effort."

While most Chamber of Commerce programs fall within the public interest category, many also involve use of commercial time. In view of that, the booklet deals with elementary aspects of broadcasting, viz., local station relationships with networks and definitions of cooperative, sustaining and commercial programs. It also discusses radio time blocks, station breaks, and classes of time, as well as audience listening habits.

Some Chambers have found it advisable to establish radio committees, (station operators, advertising agency executives and advertising managers of local businesses are suggested) which handle various preliminary activities, the National Chamber reminds executives. Another recommendation is to set up a speaker's bureau of Chamber members qualified to speak on topics of local interest. Most station managers would welcome this evidence of cooperation in their search for timely programming, it is pointed out. In this, the Chamber executive may well take the initiative.

"Opening guns" of a radio campaign to advertise a Chamber-sponsored event may begin with spot announcements, paving the way for more detailed programs. Many activities originate at the Chamber—fire prevention, drives, etc.—which may prove of distinct service to the station, especially when the former is ready to offer available speakers.

Discussed in detail are samples of suggested spots and programs, broadcasting techniques, rehearsal and timing, and scripts. Advertising concentration on basic points in Chamber of Commerce policy should be taken into consideration by executives planning programs. Repetition of a single outstanding thought is preferable to elaborate descriptions, the booklet explains. Importance of program promotion in newspapers is also brought out.

Types of programs adaptable to Chamber of Commerce presentations are these, according to the brochure: Entertainment (with opening and closing commercials), news and audience participation.

Many sponsors are very often willing to carry a spot announcement on Chamber activities, because identification with it is a prestige-builder for the local store, merchant or organization for whom one of the three types of programs is being staged, the National Chamber believes.

Case history activities of other Chambers of Commerce are also detailed in the booklet. Included are those of Toledo, Ohio (with a series, *Toledo Calling*, aired on an all-city network of WSPD WTOL WTOD); Freeport, Ill. (with a weekly program devoted to introduction of new residents to the city, reports on community activities, etc.); Tulsa, Okla. (series titled *The Business Front*); Acadia Parish, La. (weekly program with varied subjects); Lenoir, N. C., and Jamestown, N. Y.

The Jamestown story needs no elaboration. A program—*The Friendly Philosopher*, launched in 1946 by retailers under the auspices of city's Chamber of Commerce—built one of the largest listening audiences in the area [BROADCASTING, Oct. 25, 1948].

(Continued on page 71)

. . . and throughout the Northwest! It's a program with an average quarter-hour rating of 12.6! It's WCCO's "Time Out for Sports" . . . 10:25 to 10:30 p.m. Sunday through Friday, and 10:15 to 10:30 p.m. Saturday (following Cedric Adams). Better phone Radio Sales fast.

Vic's Victory

WHEN WSHB Stillwater, Minn., decided to promote a picnic via radio, it didn't count on the tremendous popularity of its *Uncle Vic's Story Time Club*. Station expected about 500 fans of Uncle Vic (Vic Tedesco), but over 700 kiddies turned up in full force. They literally swarmed over him during interviews. Station managed to tape-record the m.c.'s plight, and play it back on the air the same afternoon. Uncle Vic was unhurt and First National Bank, sponsor of the five-a-week program of stories and records, was "tickled pink" with the turnout, station reports.

KIFN PLANS

Foreign Language Schedule

EMPHASIZING foreign language broadcasts, KIFN Phoenix, Ariz., will begin operation around Oct. 15, according to Manager Frank P. Redfield.

Decision to enter the foreign language field, Mr. Redfield said, came after analysis disclosed a "startlingly high" percentage of Spanish speaking residents in the Phoenix area—some 65,000. Mr. Redfield also said there is a strong possibility that some programs will be aimed at the reportedly fast-growing Yiddish speaking population.

KIFN, owned by Western Broadcasting Co., will operate on 860 kc 250 w daytime. Studio and transmitter building is now under construction. Equipment will be supplied by Gates Radio Co.

Mitchell Named

MAURICE B. MITCHELL, director of Broadcast Advertising Bureau, has been named as NAB member to the 34-man board of the Adv. Federation of America by NAB President Justin Miller.

RURAL RADIO

Network To Break Even Within Year—Hanna

RURAL RADIO NETWORK, a chain of eight FM stations in New York State with headquarters in Ithaca, will reach the break-even point within a year, according to General Manager Michael R. Hanna.

Mr. Hanna said that increases in the RRN's sponsor list and economies effected since March, when he became general manager, have reduced monthly losses by more than 50%.

He expected the operating loss to be wiped out completely in the next 12 months, during which time the network might also round out its affiliation list by adding seven more stations—bringing the total to 15.

Eventually he foresaw that RRN would cover all the northeastern states from Pennsylvania to the Canadian border.

Those states, Mr. Hanna said, have the same kind of farm and weather problems and constitute a unit which RRN can ideally serve. It is by service to the needs of farmers in its area that RRN is already on the path to success, said Mr. Hanna.

"Listening to RRN means dollars in the pockets to farmers who tune us in," he added. "Because this is so, we think RRN is a cinch to be a financial success."

He explained that the weather, crop and market information which RRN is currently supplying to listeners in its area has made it an indispensable aid to the farmer's business. Much of the information aired by the network can not be obtained any other place, he said, since RRN does not rely on handouts for the bulk of its farm advices. It has its own weather and market reporting systems, makes use of farm information available at Cornell U. and seeks to keep in touch with farmers in the area to learn their immediate problems and give them timely and expert advice.

The network will shortly expand its programming from 14 hours daily to 16 hours, closing the broadcast day at 9:30 p.m., in time for the farmers' early bedtime.

Among new business added to RRN since March have been Allied Chemical and United Fruit accounts. The chemical company sells fertilizer while the fruit company, going after a new market, is encouraging use of bananas by farm families.

RRN is owned by Rural Radio Foundation, an organization established by ten statewide, New York farm organizations. General Manager Hanna also is general manager of the Cornell U. stations, WHCU and WHCU-FM Ithaca.

NARND MEET

Davis Listed for Panel

ELMER DAVIS, who was quoted by wire services as believing television would, in about two years, put an end to AM newscasts as they are known today, will take part in a panel discussion of TV's effects on present-day radio news at the New York convention of National Assn. of Radio News Directors Nov. 11-13 at Hotel Commodore, New York.

Pointing out that Mr. Davis made the statement at U. of Missouri last spring, Convention Program Chairman Jack Shelley of WHO Des Moines said that the noted ABC news analyst will discuss his current evaluation of TV's impact on radio shows. Mr. Shelley said that another speaker to be announced later will contend that AM newscasters will have plenty of work for an indefinite future period.

Other NARND convention speakers will include Judge Justin Miller, president of NAB, and Edward R. Murrow, CBS commentator and two-time winner of the Peabody Award.

CBS RENEWALS

Seven Shows Continued

SEVEN CBS network program renewals were announced Sept. 9. They were:

American Home Products Corp., New York, effective Sept. 19, *The Romance of Helen Trent* and *Our Gal Sunday*, aired Mon.-Fri., 12:30-12:45 p.m. and 12:45-1 p.m. respectively. Agency, John F. Murray Adv. Agency Inc., New York. Chrysler Corp. (DeSoto Plymouth Dealers), Detroit, through BBDO, Tuesday night quiz *Hit the Jackpot*, aired 10-10:30 p.m., effective Sept. 27. *Vaughn Monroe Show* and *Bob Hawk Show* by R. J. Reynolds Tobacco Co., Winston-Salem, N. C., through Wm. Esty Co., New York. Programs aired Saturday, 7:30-8 p.m., and Tuesday, 10:30-11 p.m., and renewals effective Oct. 1 and Oct. 3, respectively. General Foods Corp., New York, effective Oct. 7, its Friday, 8-8:30 p.m. period and substituting *The Goldbergs* for *Jack Carson Show*; also *My Favorite Husband* in 8:30-9 p.m. slot. Agency, Young & Rubicam.

AS GUEST of Sam Molen (right), sports director-author at KMBC KFRM Kansas City, Casey Stengel, New York Yankee manager, stepped in to exchange diamond chatter and a few chuckles last month when his team played farm club at Kansas City in an exhibition game. Mr. Stengel (center) looks over a copy of Mr. Molen's book, *They Make Me Laugh*, which includes many Stengel anecdotes. Special Events Director Jim Burke is at left. With Yankee injuries over 60 mark for season, Colorful Casey confessed, "I may need this before the season is over."

'MRS. PHILLY'

Suit in Contest Withdrawn

BEFORE Common Pleas Court Judge Edwin O. Lewis in Philadelphia on Sept. 10, Mrs. Betty Manno, 28, of Media, Pa., withdrew her suit to have 19-year-old Mrs. Doris Mooney deposed as "Mrs. Philadelphia" and Mrs. Jerry Holt deprived of second place. Mrs. Manno's petition also had named the Philco Television Broadcasting Corp.; WPTZ; the Reddi-Wip Co., sponsor of the "Mrs. Philadelphia" contest; station announcers and contest judges. Mrs. Manno had claimed she was actually given the most votes.

Mrs. Mooney had been adjudged the official winner, qualifying her for the "Mrs. America 1949" contest. Mrs. Holt was deposed as the second prize winner in favor of Mrs. Manno after the Philco company admitted making an error in its scoring.

Philco Corp. and WPTZ management conceded an error and announced that Mrs. Manno had actually placed second. Show Producer Roy Neal said he had made his tabulation on what the judges had written. "I did make a mistake in the tabulation," Mr. Neal said. "I told the judges to mark the contestants as to first and second places only, and said that in event of a tie, I would cast the deciding vote. I believe that was where the error occurred."

WOR-FM Resumes

WOR-FM New York, off the air since April while its transmitter was being moved from 444 Madison Ave., New York, to North Bergen, N. J., resumed broadcasting Sept. 8 on a seven-day-a-week schedule which will duplicate WOR-AM programs six hours daily from 3 to 9 p. m.

not one, but SEVEN

Seven major industries, we mean. Mining, cattle, lumbering, electric power, farming, sugar beets, meat packing. Diversification which means sales stability all year around.
Add 'em together. They tote up a Montana per capita income of $1641—$318 above the national average. KGVO-CBS for 85 thousand Montanians adds to sales, too. For you?

The Art Mosby Stations
CBS KGVO·KANA·KGFM
5 KW DAY—1 KW NITE MISSOULA · ANACONDA BUTTE 250 KW · GREAT FALLS 5 KW IN PROGRESS
Know MONTANA ★
★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

PULSE REPORT

L.A. 2d in July-Aug. Period

RADIO listening in Los Angeles rates second-high in The Pulse Inc. report for July 25-31, Aug. 8-14, during which period that city was first studied by the research group.

According to The Pulse, the period covered is that which normally has the lowest listening level, and ratings and sets-in-use figures should not be considered typical for that area.

AVERAGE QUARTER HOUR SETS-IN-USE FOR THE WEEKS STUDIED

Entire Week, 6 a.m.-12 Midnight

	July Aug. 1949
Los Angeles	24.1
New York	21.9
Philadelphia	19.8
Boston	23.0
Chicago	21.4
Cincinnati	25.7

TOP TEN EVENING & DAYTIME SHOWS

Evening

	Program Av. Rating July Aug.
Sam Spade	13.3
The Whistler	12.2
Philip Marlowe	9.6
The Saint	9.3
Let George Do It	9.1
Sing It Again	8.8
Count of Monte Cristo	8.5
Mr. & Mrs. North	8.4
The Fat Man	8.4
Break The Bank	8.3

Daytime—5 a week

	Program Av. Rating Aug. July
Breakfast Club	7.2
Helen Trent	6.2
Aunt Jenny	6.1
Ma Perkins	6.0
Our Gal, Sunday	6.0
The Guiding Light	5.9
The Perkins	5.9
Big Sister	5.8
Young Dr. Malone	5.8
Second Mrs. Burton	5.7
Right to Happiness	5.7

SATURDAY & SUNDAY DAYTIME

	Program Av. Rating July Aug.
Grand Central Station	7.4
Theatre of Today	6.9
Order Arrest	6.5
Stars Over Hollywood	6.4
Give and Take	6.4
House of Mystery	6.4
Stop The Music	6.3
Bucky Jordan	6.2
Family Hour	6.1
Junior Miss	5.8
Jimmy Powers, Sports	5.8

Programs

MONTHLY WINNER of contest on *Vacation in Bermuda* program over WLOW Norfolk, Va., receives five-day all-expense paid cruise to Bermuda aboard *Queen of Bermuda* liner. Half-hour daily show is sponsored by Economy Food Stores where official entry blanks for contest are obtained. Contestants write 50 word statement on "Why I Enjoy Shopping at an Economy Food Store." Program's format is daily imaginary visit to some vacation spot in nation. Show has been lauded by Chambers of Commerce all over country for publicizing famous vacation spots, station reports.

New Women's Show

THRICE-weekly program for women, with unique repeat performance formula, has two times a day airing on WAAM (TV) Baltimore. Called *Kitty Dierken Shops For You*, show features Kitty Dierken who shops for average woman. Newspaper ads of interest are noted on program besides discussion of developments in fashion or household equipment. Listeners may call in for second look at interesting items, or to place orders. Scene of action is Miss Dierken's theoretical apartment. Guests are interviewed in living room and guest chefs display their arts in kitchenette. Afternoon show caters to housewife while evening program is geared to needs of career girls.

Overseas Journey

SERIES of shows covering six foreign lands and 10,000 miles, *Jersey Overseas Journey*, is being presented by New Jersey Broadcasters Assn. and U. S. Air Forces over facilities of 17 member stations of NJBA. Herb Kaplow of WCTC-AM-FM New Brunswick, N. J., conducts tour in which people from New Jersey, living or working overseas, are interviewed. Thirty-seven Jerseyites have been interviewed by transcription. Ten programs have been made.

Science Parade

PUTTING spotlight on latest science news in simple and understandable fashion, is new public service show on WSM Nashville. Program, titled *Parade of Science*, is aired Thursday at 5:45 p.m. and is designed to help high school students. Show has semi-dramatic format and places emphasis on current scientific developments which will affect public's way of life and standard of living. Well-qualified guests are interviewed on outstanding scientific progress and portion of time is devoted to answering questions sent in by listeners. Such fields as medicine, geology, physics, nuclear fission, aviation, rockets, agriculture and others, are covered.

Outdoor Concert

TWO HOUR noon concert of symphonic and popular recordings is brought to downtown visitors by KFBK Sacramento, Calif., and *Sacramento Bee*. *Music in the Plaza* is transmitted from station studios to two large speaker units in park bandstand in heart of downtown district. Programs are published in paper, day before each broadcast, containing pertinent information concerning recordings used. City library invites interested persons to utilize its collection of books on composers and music. Purpose of show is to provide relaxing entertainment for visitors in City Plaza.

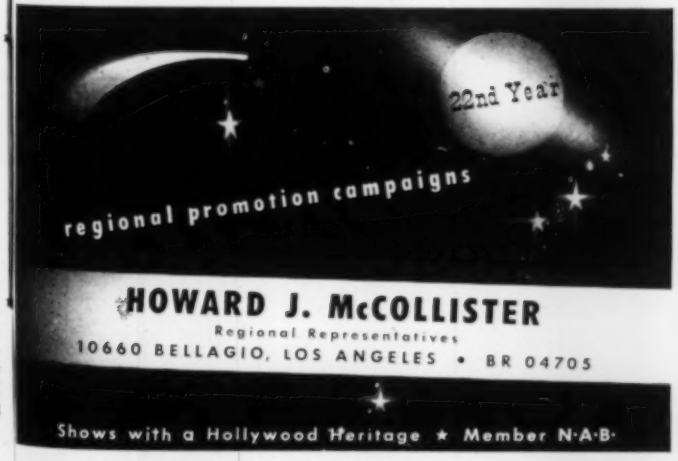
SAFETY CLUB

KFH Awards Gold Stars

IN KANSAS there is now a law making it compulsory for a motorist to have his car checked periodically. This law gave KFH Wichita News Editor Ken Davis an idea—for a voluntary safety campaign. KFH Aug. 29 through Sept. 1 conducted a four-day safety lane in close cooperation with the Wichita police department and the Kansas Highway Patrol.

Each day the safety lane was set up on a heavily traveled boulevard in different sections of the city on successive days. Motorists were urged to make the trip down the safety lane, voluntarily, "So that a child may live." Fifteen uniformed officers from the police and state highway departments made a careful check of the cars while KFH employes awarded a decal which was placed on the car window as each car got its individual okay. The decal, carrying slogan on a suitably inscribed gold star, designated that the motorist had thus become a member of the KFH and KFH-FM "Gold Star Safety Club."

During the four days, in spite of some lost hours due to bad weather, 5,557 motorists voluntarily made the safety check. As a preview of the operation, 410 city busses and taxi-cabs were checked and decorated with the gold star decals. It was accepted so wholeheartedly by the community that Police Chief George Shepherd and KFH Manager Frank V. Webb feel that the voluntary drive should be made an annual event.



HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

New Pep for Your Platter Shows
special "DJ" couplings from RCA VICTOR

PERRY
Como
The Meadows of Heaven
Dreamer's Holiday
DJ-763

TOMMY
Dorsey
Twilight
The Knock Song
DJ-764

SAMMY
Kaye
The Last Mile Home
Hawaiian Sunset
DJ-765

RAY
McKinley
Sarong
Where Did the Wild West Go
DJ-766

The Four Tunes
You're Heartless
Careless Love
DJ-767

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR
RECORDS

FACTS ON WHICH TODAY'S RADIO DECISIONS ARE MADE

Only in BROADCASTING do you find news of ALL radio—AM, FM, TV—told all in one book, told in the week it happens. . . .

- *ACCURATELY*
- *INTENSIVELY*
- *THOROUGHLY*

Send Me

BROADCASTING TELECASTING
The Newsweekly of Radio-TV

NAME

ADDRESS

CITY ZONE STATE

ONE YEAR AT $7.00
(Includes 1950 Yearbook)
TWO YEARS AT $12.00

I Enclose $_____

Please Bill Me ☐

mail to BROADCASTING TELECASTING
870 Nat'l Press Bldg., Wash., D. C.

Promotion

TEN Tender-Pig Hams each week will go to ten listeners who guess correctly aggregate score of ten teams they select from list of 35 supplied by Sugardale Provision Co., Canton, Ohio. Contest is in line with airing of 19 play-by-play broadcasts of scholastic games in area over WHBC Canton. Entry blanks, with postage pre-paid, are available at all Sugardale dealers in that section. Large two-color poster is displayed in dealers' windows and smaller cardboard poster listing games and times of broadcasting have been distributed to outlets. Ten-thousand pocket size football schedules, printed in russet brown, also have been distributed.

Live Corpses

KITE San Antonio, Tex., has sent letter to trade concerning station's successful use of giveaway programs and quiz shows. Letter has triple title, ". . . More About 'Dead Telephone Quiz Programs' in San Antonio . . . or—We Read Hooper Reports, Too . . . or—A Rebuttle from the Livest Corpse in Town." Body of letter concerns high Hooperatings of portions of station's programming and boxes on each side contain lists of programs with airing time and Hooperatings.

Activated Advertising

RED and yellow folder promoting Shell gasoline's sponsorship of *Jack Horner's Corner* show on KSTP Minneapolis, Minn., contains sample of what company terms "activated" advertising. Small cut of Shell gas pump and service man is inserted inside folder by small spring causing cut to quiver when folder is opened. Beneath cut is written, "It's Activated and *How!*" Picture of Jack Horner also is included.

Cover Mailing

COPIES of cover of BROADCASTING for Sept. 5 have been mailed by KCBS San Francisco to trade. Cover, which features four keys, upon each of which is written title and description of a KCBS show, is accompanied by note, reading "Here's the story of four new local programs on the *new* KCBS . . . four long steps toward putting KCBS *local* programming on a par with Columbia's network leadership. And there are more to come!" Note is signed by Jules Dundes, director of sales and advertising.

Blotter Mailing

CUT-OUT blotter shaped like microphone is being distributed by WASH (FM) Washington, key station of Continental FM Network. Enclosed with blotter is basic fall program schedule, which includes Saturday and Sunday sports play-by-play.

GREY Advertising, New York, has issued study titled *Eyes Off The Ceiling*. Thirty-seven-page report, which includes 58 tested ways to broaden market, 172 ideas that have stimulated lagging volume and check-list of 96 sales-building tools, will be sent free to national advertisers. Others may get it at $5 a copy.

New Use for Old Records

TWO RECORDINGS, probably more than 20 years old, are being used as promotion for CBS *Amos 'n' Andy* show on WDRC Hartford, Conn. Records belong to listener and were made of team of Sam and Henry, former name of Amos 'n' Andy team. WDRC airs recordings with statement to effect that comedians may still be heard on that station.

Outdoor Promotion

IN ADDITION to its previously announced fall promotion schedule [BROADCASTING, Aug. 29], KIRO Seattle has arranged cooperative posting of outdoor boards with Coca-Cola. Coke boards in September feature Edgar Bergen Show, starting over CBS Oct. 2, and station has designed overlay, appearing on 58 boards in nine western Washington cities, featuring call letters, dial setting and program times. Gag award of photo of KIRO Sportcaster Pat Hayes to first staff member spotting and reporting billboard was won by Loren Stone, general manager of station.

Rosh Hashanah

VIEW of Ginegar, colony in valley of Jezreel, Israel, adorns cover of folder sent by Colgate-Palmolive-Peet Co. to Jewish public and trade. Folder includes pictures of E. H. Little, company president, and Joseph Jacobs, who prepared folder. Enclosed is copy of letter of congratulations from Mr. Little concerning Jewish New Year.

Prairie Music

"FROM MOUNTAIN goat to city slicker, from the first crack of dawn on the banks of the Hudson to the setting sun on the Ozarks, the song of America is the song of the prairie," begins bulletin sent to trade by WOV New York. Page announces sale for fall and winter sponsorship of *Prairie Stars* show which features prairie music. Sheet is reprinted from BROADCASTING, Aug. 15.

Personnel

BLAKE CHATFIELD, formerly in charge of publicity for KNBH (TV) Hollywood and trade editor for NBC Western network, named broadcast promotion supervisor of network's new Broadcast Promotion Unit in Hollywood. Previous to joining NBC in 1947 he was editor of weekly Los Angeles newspaper. New department will handle broadcast phase of NBC's recently announced intensified promotion campaign. Similar unit is now in operation in New York.

JENNINGS PIERCE, NBC Hollywood station relations and public service director, named chairman of Southern California Broadcasters Assn. Educational Committee. Group will work with schools and libraries in advisory capacity regarding radio subjects.

JOE K. PARRISH, former production manager and account executive with J. B. Taylor Inc., Dallas, appointed advertising and public relations director for KBTV (TV) Dallas.

Mr. Parrish

JOHN McDERMOTT, promotion director of KMBC-KFRM Kansas City, Mo., is the father of a boy.

MILO RYAN resigns as promotion director of KIRO Seattle, to return to fulltime teaching schedule at U. of Washington's School of Journalism.

GRID HOOK-UP

49ers on 11-Station Network

NETWORK comprised of AM and FM stations in northern California has commenced operation for broadcast of the San Francisco 49ers' professional football games. Station-to-station transmission is accomplished by off-the-air pick-up of the program as transmitted by the originating FM station, KSBR San Bruno.

From KSBR's location atop Mt. Diablo service is provided 10 stations: KTIP Porterville, KWRN Reno, Nev., KSGN Sanger, KVEC San Luis Obispo, KSUE Susanville, KTKR Taft, KUBA Yuba City, KCRA Sacramento, KVCI (FM) Chico and KSMA Santa Maria. Program is sponsored by Acme Breweries, San Francisco, through Foote, Cone & Belding, San Francisco. In addition to the network, the games also are carried by KSAN San Francisco, KVON Napa, KXRX San Jose and KDON Monterey, fed by conventional line service.

FARMERS

Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

MASON MURDER

Jury Indicts Smithwick

MURDER indictment in the killing of W. H. (Bill) Mason, veteran newspaperman and commentator at KBKI Alice, Tex., was returned by a special grand jury Sept. 10 against Sam Smithwick, a former deputy sheriff [BROADCASTING, Aug. 1].

The same jury later undertook a study of voting in Alice last summer during the campaign for the U. S. Senate, won by Democrat Lyndon B. Johnson, husband of Claudia Johnson, KTBC Austin, president.

Mr. Smithwick, 60, was ordered removed from Alice, seat of Jim Wells County, in south Texas, to the central Texas town of Belton for trial. The court held that feeling was too high in the area where the killing occurred for a fair trial.

Mr. Mason was shot to death July 29 on an Alice street as he climbed from his automobile. In crusading broadcasts, he had named Mr. Smithwick as owner of a local dance palace where prostitution was practiced.

Representatives of the Texas Independent Broadcasters Assn. and the American Newspaper Guild have taken an interest in prosecution of the case.

The special Jim Wells County grand jury remained in session after the Smithwick indictment, and indications were the jury was delving into last summer's voting in Alice in the U. S. Senate contest.

Former Texas Gov. Coke Stevenson, who lost the race by 87 votes to Sen. Johnson, charged 200 "fraudulent" votes were added to the precinct in Alice after the polls closed in the Democratic primary.

The grand jury Sept. 13 subpoenaed Kellis Dibrill, former FBI agent and special investigator for Mr. Stevenson in the latter's fight to block Mr. Johnson's seating in the Senate.

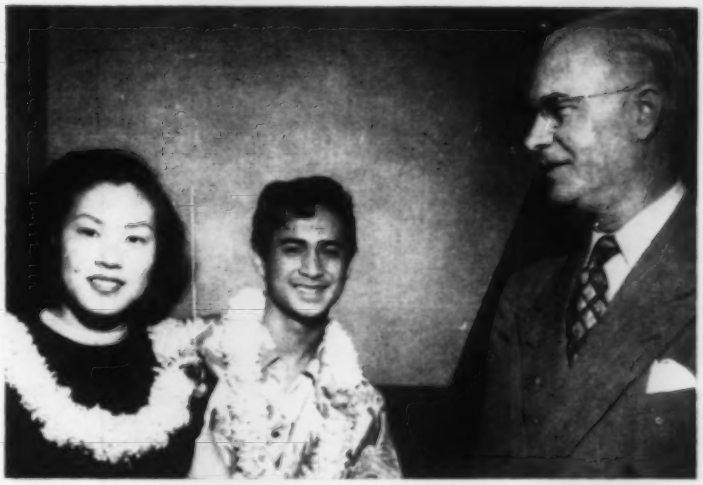
KNEM START

Nevada, Mo., Outlet Opens

ENTRY of KNEM Nevada, Mo., into the broadcasting field was celebrated Sept. 9 amid a shower of congratulatory telegrams and flower gifts, General Manager William R. Tedrick reports.

Owned by Cecil W. Roberts, KNEM is a 250 w outlet operating unlimited time on 1240 kc. Studios and offices are in Radio Hall.

Reaching
4,000,000 PEOPLE
KWKW
Pasadena - Los Angeles
NATIONAL REP. FORJOE & CO.



BASED on teen-age talents and teen-age problems and conducted almost entirely by young people, the half-hour series, *Voices of Junior Hawaii*, sponsored by the Hawaiian Electric Co. over KULA Honolulu, took top place this year in the radio division of the Public Utilities Advertising Association's National Better Copy Contest, featuring a music competition with $2,000 given in scholarship funds and a weekly open forum. *Voice of Junior Hawaii* was the brain child of Charles E. Nolan, vice president and promotional director of Hawaiian Electric Co. and Producer Jim Wahl, radio director of Holst & Cummings, Honolulu agency. Soprano Helen Noh (l), and clarinetist Gabriel Baltazar (center) won a year's music study at schools of their choice. With the two young winners is Leslie A. Hicks, Hawaiian Electric Co. president.

SPOT TRIBUTE

Salutes Moore Over WAKR

AS a salute to his new job, five friends of Arthur Moore, newly appointed program manager of WAKR Akron, Ohio, bought a one minute spot announcement on the station.

The copy of the spot which included a few plugs here and there, is as follows:

Citizens of Akron! We want to congratulate your city and this station upon the acquisition of Arthur Moore as program manager of WAKR. We are sure his family will enjoy your fair city and that Akron will take the Moores to its heart. Moore is well known for his work in radio . . . he is as appealing as a breakfast with Kellogg's Corn Flakes . . . his good taste is on a level with Amazo Instant Dessert . . . his vision is as clear as the picture on a Sylvania Television set . . . he's as efficient as an Ansul dry chemical fire extinguisher . . . he is as much fun as the Borden *County Fair* program and as dependable as Borden's dairy and grocery products . . . additionally his wife is as pretty as a Hudnut Beauty ad and his children are as much fun as the new Elsie Comic Book. In short, Art is a real prize. We know WAKR will continue to grow as one of the biggest and best stations in the country with him on its staff. This announcement is paid for by Stu, Hank, Bill, Hal and Herb . . . friends of Arthur Moore.

The friends of Arthur Moore, who formerly was director of *County Fair*, are Stu Peabody, assistant vice president in charge of advertising of Borden Co., Henry Schachte and Bill Ewen, national ad manager and assistant ad manager of the Borden Co., respectively; Hal Davis, publicity director, and Herb Landon, radio publicity director of Kenyon & Eckhardt, New York.

Needless to say, that all the products mentioned in the announcements are K&E accounts.

THREE Suns, recording artists, will be included among releases sent to subscribers of World Broadcasting Co's transcribed library service.

PRESS POST

Goes to Joseph M. Sitrick

JOSEPH M. SITRICK, chief of special events for Washington coverage of Voice of America broadcasts, has been transferred from the International Broadcasting Div. to International Press and Publications, effective today (Monday). He will serve as news editor for Congressional coverage in the IPP division, remaining under State Dept.'s Office of International Information.

In his new post Mr. Sitrick will supply material for wireless bulletins which afford daily transmission to some 60 countries, the U. S. Information Service, foreign newspapers, and Voice newscasts overseas. He will cover general sessions of House and Senate in addition to committee meetings, working directly under George Garrott of the Washington branch. No successor has been named to Mr. Sitrick's post.

Mr. Sitrick joined State Dept.'s IBD in September 1948 after working on BROADCASTING's editorial staff for a year and a half, during which time he covered Capitol Hill and State Dept. Previously he was on the announcing staff of WHBF Rock Island, Ill., and during the war was production-director and assistant officer-in-charge of the Navy's Armed Forces Radio Service in Washington.

In the market for smooth-as-silk dubbing?

There's no need to risk the irritation of a dubbing job where the levels aren't quite matched . . . or the timing is a little off. Not when you can have the benefit of RCA Victor "know-how"! At RCA you enjoy *all* the advantages . . .

- The most modern equipment and facilities in the trade, plus 50 years' experience.
- High-fidelity phonograph records of all kinds. All types of Vinylite transcriptions.
- Complete facilities for turning out slide film and home phonograph type records.
- Fast handling and delivery.

First in the field!

When you can get RCA "know-how"—why take anything less?

Send your masters to your nearest RCA Victor Custom Record Sales Studio:

155 East 24th Street
New York 10, New York
MUrray Hill 9-0500

445 North Lake Shore Drive
Chicago 11, Illinois
Whitehall 4-2900

1016 North Sycamore Avenue
Hollywood 38, California
Hillside 5171

You'll find useful facts in our Custom Record Brochure. Send for it today!

RCA VICTOR DIVISION
CUSTOM RECORD SALES

Listen for the words "Transcribed by AMPEX" after the great shows in radio

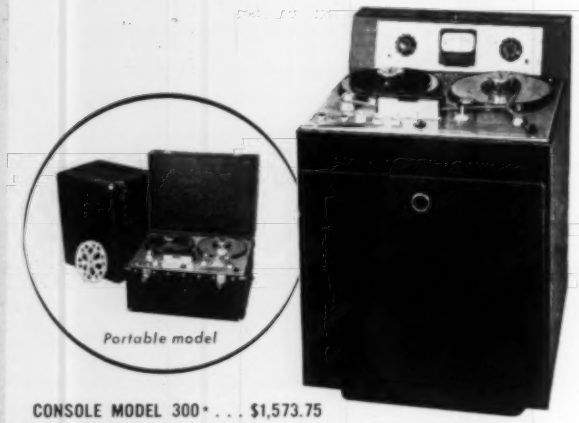
Here's how the *NEW*

Series 300

AMPEX

MAGNETIC TAPE RECORDER

adds profit to your operation



CONSOLE MODEL 300* . . . $1,573.75
PORTABLE MODEL 300 . . . $1,594.41
RACK MOUNTED $1,491.75
**Meter Panel Extra F. O. B. Factory, San Carlos, Calif.*

Read what Frank Marx, Vice President in charge of Engineering, American Broadcasting Company, says: "For the past two years A. B. C. has successfully used magnetic tape for rebroadcast purposes . . . A. B. C. recorded on AMPEX in Chicago . . . 17 hours per day. For 2618 hours of playback time, the air time lost was less than three minutes: a truly remarkable record."

SPECIFICATIONS

Frequency Response:
At 15" ± 2 db, 50-15,000 cycles
At 7.5" ± 2 db, 50-7,500 cycles

Signal-To-Noise Ratio: The overall unweighted system noise is 70 db. below tape saturation, and over 60 db. below 3% total harmonic distortion at 400 cycles.

Starting Time: Instantaneous. (When starting in the Normal Play mode of operation, the tape is up to full speed in less than .1 second.)

Flutter and WOW: At 15 inches per second, well under 0.1% r.m.s., measuring all flutter components from 0 to 300 cycles, using a tone of 3000 cycles. At 7.5 inches, under 0.2%.

Manufactured by Ampex Electric Corporation, San Carlos, Calif.

DISTRIBUTED BY

BING CROSBY ENTERPRISES ★ GRAYBAR ELECTRIC CO. Inc.
9028 Sunset Blvd., Hollywood 46, Calif. 420 Lexington Ave., New York 17, N. Y.

AUDIO & VIDEO PRODUCTS CORPORATION
1650 Broadway, New York, New York • PLaza 7-0780

UNESCO MEET
Opens in Paris Today

U. S. DELEGATION to the fourth session of the General Conference of UNESCO, headed by George V. Allen, assistant Secretary of State for Public Affairs, left Washington Wednesday (Sept. 14) for Paris. The sessions open today (Monday) at headquarters of United Nations Educational, Scientific and Cultural Organization, and is expected to close Oct. 5.

Other representatives named to the delegation by President Truman include Milton Eisenhower, vice chairman; Luther Evans, Librarian of Congress; Reinhold Niebuhr, religious leader and, Martha Lucas, president of Sweetbriar College of Va. [BROADCASTING, Sept. 12]. Sen. Brien McMahon (D-Conn.) and Rep. Mike Mansfield (D-Mon.) were named Congressional advisors. Confirmation of delegates still awaits official approval of the Senate Foreign Relations Committee and the full Senate, but is a foregone conclusion.

Special advisors on the delegation include Ellis Arnall, former Georgia Governor and now head of Independent Motion Picture Producers; Oscar Hild, executive officer of James Petrillo's American Federation of Musicians; Eric Johnston, president of Motion Picture Assn. of America, and others.

GIVEAWAYS O.K.
Says 54% in Minn. Poll

UNLIKE the FCC, Minnesotans think that radio giveaway shows should be permitted to continue, according to results of a poll conducted last month by the *Minneapolis Sunday Tribune*.

More than half (54%) of the state's adults interviewed by the *Tribune* said they were in favor "of letting the radio giveaway shows go on as they are." Nineteen percent felt that the number of such programs should be cut down, 15% would like to see them done away with entirely and 12% had no opinion or gave qualified answers.

Question was, "Are you in favor of letting the radio giveaway shows go on as they are; or, do you think fewer of them should be allowed; or, would you rather see all of them done away with?"

WDYK, WJER Plans

WDYK Cumberland, Md., is expected to be on the air by Oct. 1 and opening of WJER Dover, Ohio, will take place in about 60 days, according to Charles E. Dewey Jr., general manager of WKJF (FM) Pittsburgh. The three stations are owned by Universal Broadcasting System, Pittsburgh. WJER will broadcast on 1450 kc, 250 w unlimited and WDYK on 1230 kc, 250 w unlimited. Latter station is under management of George Kapel, formerly manager of WDNE Elkins, W. Va. WDYK will be affiliated with ABC.

INDIANA School of the Sky, of U. of Indiana educational series, will be used by public schools in Minnesota during coming school year.

FREE NEWS
Canham Speaks in Seattle

FREE interchange of information and news via radio and press is a prime essential to understanding among nations today. This opinion was expressed by Erwin D. Canham, editor of the *Christian Science Monitor* and ABC commentator, in an address to a Seattle Chamber of Commerce audience early this month. Mr. Canham is a member of the U. S. Commission on Information and earlier this year served as an American delegate to the Geneva conference. While in Seattle, he was guest on *News Conference*, the half-hour panel interview transcribed for KJR at the Washington State Press Club.

The Voice of America was effective in penetrating the Iron Curtain until the Soviet jamming program started in April, and the biggest proof of this fact was the jamming campaign itself, Mr. Canham told the *News Conference* interviewers, who included Carroll Foster, public affairs director of KIRO Seattle; Don Reed, publicity director for KJR; Jerry Morris, freelance actor, and Abe Glassberg, editor of the *Everett Herald*. Jerry Hoeck, account executive with Wallace Mackay Adv. Agency, Seattle, was moderator.

"We newspaper and radio men must constantly struggle to secure and present information to the people," Mr. Canham said on the broadcast, adding that if the American people are not informed, they will not be able to make the necessary decisions on major issues of the day.

CAROLINAS MEET
To Hold Joint Luncheon

THE NORTH and the South—the Carolinas—will break bread Oct. 16 when the South Carolina Broadcasters Assn. meets at Southern Pines, N. C., Oct. 16, according to Bevo Whitmire, president of SCBA. A joint luncheon with the North Carolina Assn. of Broadcasters, headed by Harold Essex, vice president and general manager of WSJS Winston-Salem, N. C., has been set for 12:30 p.m., with the members then breaking up into two groups for a business session.

Mr. Whitmire has announced that the program will be "excellent" and members who hope to attend should notify Jack Younts, WEEB Southern Pines, who is acting as secretary.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

DEMO OFFICIALS

Featured in Western Series

TOP-LEVEL officials of the Democratic Party, including members of President Truman's cabinet, were scheduled to take to the airlanes yesterday (Sunday) and today for a series of network, regional and local broadcasts in connection with the 11-state Western State Conference in San Francisco, dealing with the theme "Land, Water and Jobs."

Regional and local broadcasts were to include such officials as Commerce Secretary Charles Sawyer, Labor Secretary Maurice Tobin, and Interior Secretary Julius Krug. Secretary Krug's address, slated for today from 4:30 to 4:45 p.m. EDT on ABC, is to be rebroadcast for Pacific Coast listeners. In addition, Charles Brannan, Secretary of Agriculture, is to be heard tonight, 10:45 to 11 p.m. over MBS, and also on the Don Lee Pacific Coast network earlier in the evening. Local west coast broadcasts also were aired.

Vice President Barkley will be widely heard in the west on Don Lee from 10:30 to 11 p.m. PST, and on the Pacific and mountain segments of ABC. William Boyle, new chairman of the Democratic National Committee, was scheduled to speak yesterday, while Oscar W. Chapman, Undersecretary of Interior, appeared on NBC's *Pro and Con* program last Friday.

Gagwriter Sessions

HELPFUL hints on the preparation and sale of original comedy material, with special emphasis on TV markets, are being given by various lecturers at the fourth annual sessions of the Gagwriters Institute which started last Wednesday (Sept. 14) at Malin studios in New York. Among those returning as lecturers are "graduates" of the school who have worked for such top radio-TV comics as Arthur Godfrey, Milton Berle, Bob Hope, Robert Q. Lewis, etc. Art Henley, author of *Radio Comedy: How to Write It*, returns as lecturer during this session.

Production

R. E. FENNEL, formerly of WDAK Columbus, Ga., and WRDW Augusta, Ga., and program manager of WIVY and WJHP-FM Jacksonville, Fla., joins WKIX Columbia, S. C., as program manager.

RONALD MOORE, joins WCSI (FM) Columbus, Ind., as announcer replacing **JOHN THOMPSON**, who has returned to school.

FELIX GRANT joins WWDC Washington as disc jockey taking over **WILLIS CONOVER** *Tune In* show from 10 a.m. to noon, Mon.-Fri. Mr. Conover will be heard on *Willis Conover Show* from 7:30 to 8:30 p.m. Mon.-Sat.

BEN OMAN, former staff announcer at WSTC Stamford, Conn., and WCAX Burlington, Vt., joins WJOY Burlington announcing staff.

IRENE SUTTER, formerly with KMOX St. Louis and WKYW and WINN Louisville, joins WLOU Louisville as continuity director. She replaces **CHET SUTHERLAND** who is reportedly joining a Canadian station.

GWENYTH (Gwen) BARRINGTON, authoress and newspaper columnist, joins CHUM Toronto, Ont., as women's commentator.

JANE RYDSTROM, secretary to program manager of WAAM (TV) Baltimore, appointed assistant producer for station.

ANNE RADEMAKER, freelance writer for radio for many years and formerly connected with KJR Seattle, joins KTBI Tacoma, Wash., as program director. Also added to station staff is **PRESTON PRICE**, announcer.

JOHNNY CLEMENT, member of staffs of WHLF South Boston, Va., and WARD-AM & FM Johnstown, Pa., becomes announcer for WDVA Danville, Va. He succeeds **JIM ADAMS**, who has joined WPTF Raleigh, N. C.

KENDRICK CROSSLEY, formerly chief announcer of CJKL Kirkland Lake, Ont., joins announcing staff of CKEY Toronto. **CLIFTON STUART**, formerly of CKGB Timmins, Ont., appointed chief announcer of CJKL.

LEWIS D. GOMAVITZ, who apprenticed under Nils T. Granlund and Billy Rose, has been added to NBC TV production staff in Chicago. He was stage manager for Messrs. Granlund and Rose before joining Navy in the last war and producer at WBKB Chicago in 1946. While at Balaban & Katz station he directed top-rated *Kukla, Fran and Ollie*. He will work on same show at NBC.

RICARDO CORTEZ joins cast of ABC's *The First 100 Years* show.

DALE HARPER formerly head of CBS Hollywood transcription department, and **BILL NELSON**, member of staff, named assistant directors for network. **HAMILTON KEENER** replaces Mr. Harper; **BOB HENDRICKS**, Mr. Nelson.

CECIL BARKER, formerly production asistant to **DAVID O. SELZNICK**, joins Don Lee Network as executive producer on television.

BILL HOLMES, formerly of CHEX Peterborough, joins production staff of CFCH North Bay, Ont.

GENE KONSTANTYNOWICZ, member of staff of WJLB Detroit, given Ernie Pyle award by John Kozdron Post of VFW for his efforts on behalf of Polish veterans and civilians. This is highest honor paid by VFW to civilian.

B. KENDALL CRANE, program director of WWSW Pittsburgh, appointed evening instructor in radio at Duquesne U., same city

SHERM BUTLER, conductor of *Story Book Hour* on WASH (FM) Washington, is the father of a boy.

CHARLES W. AVEY Jr., KMBC-KFRM Kansas City, Mo., continuity editor, and Charlotte Pringle have announced their marriage.

MARVIN ELLIN, member of staff of WCAO Baltimore, is the father of a boy.

CANADA RATINGS

'20 Questions' Tops List

FIVE EVENING network programs are listed for August as most popular in Canada by Elliott-Haynes Ltd., Toronto. *Twenty Questions* led with a rating of 12.1, followed by *King's Men* 11.4, *Mystery Theatre* 10.3, *Music Hall* 9.2, and *Contented Hour* 7.2. Daytime five most popular network programs in August were *Ma Perkins* 12.8, *Pepper Young's Family* 11.9, *Big Sister* 11.8, *Right to Happiness* 11.2, and *Aunt Lucy* 10.8.

Only French language evening show listed in August ratings is *Librairie Metropole* with rating of 6.1. Five leading daytime French programs in August were *Jeunesse Doree* 18.9, *Rue Principale* 18.4, *Grande Soeur* 17, *Maman Jeanne* 15.9, and *Tante Lucie* 15.7.

GATES
100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your one source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
TELEPHONES:
IN QUINCY 522
IN WASHINGTON MET. 0522
GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

There's a New Bold Look in Northeastern Ohio

IT'S A NEW LOOK because . . .
It sparkles with greater sales results from today's more conservative ad expenditures.
IT'S A BOLD LOOK because . . .
The pattern no longer conforms to old-fashioned and outmoded traditions in time-buying.
THREE THINGS HAVE HAPPENED DURING THE PAST TWO YEARS TO PRODUCE THIS NEW BOLD LOOK IN NORTHEASTERN OHIO

1. A station 58 miles from us increased its power and therefore a station 24 miles from us lost more than half its audience in the Canton Market.
2. Another station 58 miles from us lost some of its best features and therefore lost several percentage points in its Canton Market audience ratings.
3. WHBC increased its power to 5,000 watts . . . became an affiliate of ABC . . . and therefore another station 24 miles from us lost practically all its Canton Market audience.

RESULT:
WHBC in Canton is now the station that completes your coverage picture in NORTHEASTERN OHIO because WHBC has gained audience while listening to all other stations has split seven ways.

Check Taylor Borroff About . . .
. . . Brand New Hooperatings
. . . More listeners at less cost
. . . Retail sales that still hold firm
. . . Local promotion that sells
. . . A 5-county "BRIGHT SPOT" market

ASK WHBC CANTON
about the NEW BOLD LOOK in NORTHEASTERN OHIO

Mr. Hale Byers
Batten, Barton, Durstine, and Osborn
Minneapolis, Minn.

Dear Hale:

One thin' I've noticed 'bout th' fellers what runs WCHS is that they shore knows how ter keep th' name o' Charleston's Number One Station before th' public! Yessir, when folks 'round here thinks o' radio, th' letters WCHS jest nacherly comes ter mind. Now, take sech thin's as th' Traffic Courtesy Patrol them fellers run around town fer a coupla weeks lookin' fer perlite drivers. They'd stop 'em, record an interview with 'em, an' then give 'em some ball-game tickets an' a sticker fer th' windshield. Hit shore went over big, an' ever'body's talkin' 'bout WCHS! Now, Hale, thet there kinda talk is what does good fer a station an' its advertisers! Jest thot yer'd like ter know thet when radio is mentioned in Charleston, folks think o' WCHS!

Yer,
Algy

WCHS
Charleston, W. Va.

PAT GRIFFITH

Leaves NAB for WHO

PAT GRIFFITH, NAB women's director, has resigned effective Oct. 15 to become community service director of WHO Des Moines, a post she held prior to service in the WAC.

Miss Griffith

Miss Griffith joined NAB in late 1947 after serving as women's director at Washintgon stations and freelancing in TV. In assuming the WHO post she will direct local talent activities. She holds the Bronze Star Medal and five other war decorations, mainly for establishing the Women's Section in the Southwest Pacific.

NAB has not announced a successor. As NAB women's director Miss Griffith was executive secretary of the Assn. of Women Broadcasters. AWB operated as a separate entity at NAB for some time but last fall was placed under the Public Relations Dept.

MYSTERY series, *I Love a Mystery*, off air for nearly five years, will return over MBS as Monday-to-Friday series, 7:45 to 8 p.m., starting Oct. 3, in accordance with network contract with Carlton E. Morse, writer-producer.

Allied Arts

NATALIE REIFF former West Coast newspaper woman and MBS staffer, joins Yolen, Ross & Salzman, New York public relations and publicity firm, to handle Robert Montgomery ABC radio show. **JAY WESTON**, magazine writer, also joining company. Yolen firm moving to 2 West 46th St., with new telephone number, Judson 6-4300.

MARCELLA NAPP, formerly with M-G-M Pictures, David O. Selznick Inc. and Twentieth Century-Fox, appointed talent and casting executive as West Coast coordinator for Metro-Goldwyn-Mayer Radio Attractions. She will make her headquarters at M-G-M lot in Culver City, Calif.

GEORGE REID, formerly of promotion dpartment of Standard Oil of Indiana, joins contact and sales promotion staff of Jam Handy Organization, Detroit.

WILLIAM HURLEY, formerly in MBS *Queen for a Day* production office, joins Geller Productions, Los Angeles, as travelling producer.

LOU EINSTEIN joins Atkins-Gilbert Inc. (television film producer) as salesman.

WILLIAM H. GLASSCOCK, in radio and television field for past 24 years, named executive producer of Television Consultants Inc., New York, program package firm.

ED SCOFIELD & Assoc. Hollywood (public relations), organizes television department with **PAT MICHAELS** as head.

MICHEL NORMANDIN, former radio director of Canadian Adv. Agency, Montreal, forms Michel Normandin Broadcasting Services, production Company in Montreal. Offices are at 1265 Stanley St.

RICHARD HODGSON, director of technical operations, Paramount Pictures Inc., flew from New York to Los Angeles for his presentation of Paramount's theatre—TV experiences before Theatre Owners of America convention. Paramount's latest model theatre-TV unit was shipped to Los Angeles for demonstration at convention.

FLORENCE GREEN, former casting director at CBS-TV and in production at WPIX (TV) New York, joins TV Programs Inc., newly formed package organization, as producer.

C. G. (Tiny) RENIER appointed manager of Pasadena Institute for Radio, Pasadena, Calif., with which he has been associated for past year.

RADIO FEATURES Inc., Chicago, announces sale of *The Deems Taylor Concert* to 22-station Inter-Mountain Network. Series will originate at KALL Salt Lake City beginning Oct. 3.

GEORGE B. HUNT and **WALLY WEBB** open talent offices at 1650 N. Vine St., Hollywood. Phone: Hudson 2-7328.

JACK O'MARA, Pacific Coast manager of C. E. Hooper Inc., is in New York for three weeks' conferences.

NBC becomes 37th subscriber to TV-Network Hooperatings, according to **C. E. Hooper Inc.**, New York. Service began publication in June with 17 charter subscribers.

Equipment

HAMILTON COREY, with Graybar Electric Co., New York, for 27 years, and most recently manager of supply and outside construction sales division, appointed branch manager in Charlotte, N. C.

ALEXANDER NORDEN Jr., former executive vice president of L. S. Brach Mfg. Co., Newark, N. J., and founder and president of Interstate Mfg. Corp., Newark, appointed to organize and develop new Wired Assemblies division for Cornish Wire Co., New York.

Mr. Norden

SAMUEL SURREY, formerly sales manager of the Raytheon television division, Colen Gruhn Co. Inc., New York, named vice president. Colen Gruhn is Raytheon set distributor for metropolitan New York. Mr. Surrey will coordinate distribution of firm's appliance department with that of other divisions. He formerly was vice president in charge of production and sales for Telicon Corp., set and master antenna manufacturer.

GEORGE P. LOHMAN, former sales representative for DuMont Labs, Clifton, N. J., made eastern regional manager for company; **JOSEPH H. MOSS Jr.**, former district manager of sales in Chicago area, named central states regional manager; **ROWLAND W. GUILDFORD**, former assistant sales manager, appointed New York regional sales manager.

AUDIO-MASTER Co., New York, announces high-quality playback machine, as small and lightweight as portable typewriter, with three-speed motor for 78-45-33 RMP, new-type pick-up arm with reversible twist crystal and eight-inch loudspeaker. Machine plays all types, kinds and sizes of records and transcriptions up to 17½ inches and may be used as P.A. system. Selling price is $64.50.

MOHAWK ADV.

Firm Announces 10 Clients

MOHAWK ADVERTISING Co., Schenectady, N. Y., has announced a list of 10 concerns on its current accounts.

Mr. MacDonald

Listed are General Electric Co. (Broadcasting Div.), Tri-State Distributors (Admiral Television), United Baking Co., Colonial Ice Cream Co., Thompson Laundries, LeValley McLeod Inc. (distributors), W. J. Frederick & Sons (florist), The Lobell Co. (wholesale confectioner), Shepard Furriers, and Schenectady County Democratic Committee.

Mohawk Advertising Co. is managed by Alex G. MacDonald, who formerly was supervisor of station sales and promotion of the Broadcasting Div. of General Electric Co. and for six years prior to that, was advertising and sales promotion manager for WGY Schenectady.

Ben Miller Appointed

BEN MILLER, assistant director of the recently abolished NAB Program Dept., has been named director of community programs of the National Paint, Varnish & Lacquer Assn., according to Gen. Joseph F. Battley, president. His duties will center around the annual paint-up fix-up campaign of the association. Mr. Miller, prior to Army service, was at WGAC Augusta, Ga., and WPID Petersburg, Va., and for nine years was on the production staff of Young & Rubicam, New York, working on *We, the People*.

DAILY half-hour broadcast direct from United Rubber Workers Convention at Royal York Hotel, Toronto, will be carried this week by WCUO-FM Toronto.

READILY SALEABLE
PACKAGED PROGRAMS

Now on LOW COST
FLAT RATE
BASIS . . .

Now you can purchase transcribed feature programs at a straight unit cost without regard to wattage or rate card rates. As an example, 78 episodes of "The Smiley Burnette* Show" can be had for as low as $100.00.

Also available for immediate broadcasting are
"NOTHING BUT THE TRUTH"
by Alexander McQueen
"WHEN DAY IS DONE"
by Frann Weigle
* Cowboy star of "Durango Kid" series for Columbia Pictures

STILL AVAILABLE IN A FEW MARKETS
A special feature program with Igh HOOPER, where celebrities give clues about themselves—plus a merchandising "hook" that guarantees traffic to the sponsor.

WIRE OR PHONE FOR EXCLUSIVE RIGHTS IN YOUR TERRITORY
Audition discs available — $2.00 deposit required.

HAL TATE RADIO PRODUCTIONS
360 NO. MICHIGAN AVE. • CHICAGO 1, ILL. • RAndolph 6-6650

TOP-FLIGHT entertainment serves as the springboard for one of ABC's top Hooperatings out Houston way where Glen McCarthy's fabulous Shamrock Hotel is the originating point for the network's *Saturday at the Shamrock*. Program is written, directed and produced by the staff of KXYZ, Mr. McCarthy's Houston station, in cooperation with the hotel, and already has featured such name talent as Hildegarde, Charlie Spivak and Glen Gray of Casa Loma fame. In a pre-broadcast warmup KXYZ Announcer Roland Baker gives demonstration of hypnotism and mind-reading while Fred Nahas (l), KXYZ executive vice president, looks on skeptically, and Art Finger, production manager, kneels with microphone to describe actions to audience.

940 KC CASE

FCC Denies Norris Request

PETITION of John M. Norris, Redlion, Pa., for immediate action on his bid for a new 1 kw daytimer on 940 kc there, has been denied by the FCC. Mr. Norris asked amendment of Sec. 3.25(b) of FCC's rules to remove 940 kc from its Class I category on grounds the classification violates the North American Regional Broadcasting Agreement. He also claimed that for all practical purposes the frequency is unassignable anyway as Class I-B in the U. S.

In its memorandum opinion, issued Sept. 9, the Commission held that its broader interpretation of NARBA sustained the classification given 940 kc in its rules, and if not, the frequency could not be reallassified now in view of pending proposals in the clear channel case, still to be decided.

SPECIAL shows and broadcasts will be staged throughout this week by KFRM Kansas City, Kan., direct from midway of Kansas Free Fair at Hutchinson.

You don't need a slide rule to find
THE ECONOMY BUY IN NORFOLK!
Get the facts from BROADCASTING MARKETBOOK (page 194)
Consult SALES MANAGEMENT'S "Survey of Buying Power", May 1949, about
VIRGINIA'S NO. 1 MARKET
POPULATION.....567,400
and remember . . .
"We Solve Advertising Problems"

WSAP
MUTUAL NETWORK AFFILIATES
SERVING
PORTSMOUTH NORFOLK NEWPORT NEWS
1490 KILOCYCLES
WSAP-FM
99.7 MEGACYCLES OR CHANNEL 259
B. Walter Huffington, General Manager Ask Ra-Tel!

Technical

DONALD K. deNEUF, chief engineer in charge of planning, construction and engineering operations of Rural Radio Network since its establishment in fall of 1947, promoted to assistant manager in charge of engineering and network station relations. He was with Raytheon Mfg. Co. before coming to Ithaca and for 14 years was with Press Wireless serving variously as general superintendent, director and vice president.

SYLVANIA ELECTRIC PRODUCTS Inc., New York, radio division, announces two new miniature electron tubes, T 5½ pentode power amplifier type 1W4 and T 5½ triode amplifier or oscillator type 1C3. Both are designed for battery operation and have 1.4 volt d-c filaments requiring only 50 milliamperes.

AIRBORNE INSTRUMENTS LAB. Inc., Mineola, N. Y., has published brochure on its new high speed rectangular coordinate recorder, type 373. Instrument plots voltage, or logarithm of voltage, as function of time or of displacement angle of measured element. System is used for measuring antenna patterns, light intensities, sound pressures, heat levels and counting rates.

RCA Tube Dept., Harrison, N. J., announces new low-cost 15-inch duocone loudspeaker (RCA-51531) of permanent-magnet type, designed for initial equipment or replacement use in high-quality radio and TV receivers, broadcasting station monitors and sound-reproducing systems where high-fidelity is major requirement.

WYNN Mfg. Co., Philadelphia, announces new stamping press to simplify and improve preparation of television slides and titles, called Wynn Teletitler. Instrument can be used for printing on acetate surfaces for double printing or superimposition work, as well as for printing sharply and clearly on paper and drawing boards.

RADIO Division of Sylvania Electric Products Inc., Emporium, Pa., announces revised edition of its manual containing data for 637 radio receiving tube types and cathode ray tubes. Manual contains 418 pages and is priced at 85¢.

Radio Booklet

(Continued from page 63)

operating with both the Chamber and Retailers Manufacturers Assn., businessmen sponsor both weekly and daily commercial radio programs.

The brochure, which acknowledges assistance and information furnished by ABC, CBS, NBC and BROADCASTING, is being distributed free to all radio stations, in addition to local Chambers and trade associations, according to Mr. Leitch. Others may request copies, to be sold at cost, by writing to U. S. Chamber of Commerce, 1615 H St., N.W., Washington, D. C.

HECHT Co.'s *Community Reporter* show was broadcast from barn at Montgomery County Fair for three days by WGAY Silver Spring, Md.

The Texas Rangers
"AMERICA'S FINEST WESTERN ACT"!

The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.
The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.
Advertisers and stations — ask about our new sales plan!
Wire, write or phone
ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

FIRST... WHERE THERE'S MOST!
WJDX
NBC AFFILIATE IN Jackson MISSISSIPPI
With a retail sales volume of $273,956,000, Jackson's retail stores ranked 122nd in dollar volume among the top 200 of the nation. WJDX and WJDX-FM are the leaders in radio salesmanship in this top market.
5000 - DAY
1000 - NIGHT
19 YEARS' LEADERSHIP
Represented Nationally by the George P. Hollingbery Co.

W. VA. GROUP

Broadcasters Hold Meet

PROMINENT officials of radio, advertising agencies and related fields were slated to address the West Virginia Assn. of Broadcasters at its annual meeting held Friday and Saturday (Sept. 16-17) at the Greenbrier Hotel, White Sulphur Springs, W. Va. Representatives of the state's 34 stations convened at the conclave, presided over by John S. Phillips, WCAW Charleston, president of WVAB.

The business meeting of the association was to get underway Saturday at 10:30 a.m., with a panel devoted to television. George E. Storer, president of Fort Industry Inc., presided over the session. Panel members included Campbell Arnoux, president of WTAR Norfolk, Va.; James Ketchie, RCA, and John McCoy, chief television attorney of FCC.

A discussion of radio sales problems made up the afternoon agenda. Slated to sit in on the panel were Frank Silvernil, BBDO; Tom Flanagan, National Assn. of Radio Station Representatives, and John New, general manager of WTAR. Invitations for the meeting also were sent to representatives of the Virginia Assn. of Broadcasters, radio equipment firms, and transcription and news organizations.

Committee handling arrangements comprised Bill Rine, WWVA Wheeling; Pat Beacom, WVVW Fairmont; Joe L. Smith Jr., WJLS Beckley; James T. Quirk, WKNA Charleston; George Clinton, WPAR Parkersburg, and Jack Gelder, WCHS Charleston.

FTC Hearing

MISREPRESENTATION of correspondence courses in radio and television by Radio Training Assn. of America has been charged by Federal Trade Commission. FTC was scheduled to hold a hearing on the correspondence firm in Los Angeles last Thursday (Sept. 15), with Everett F. Haycraft as trial examiner.

KEY figures from WCCO Minneapolis line up at CBS outlet's display booth at Minnesota State Fair: (l to r) Sig Mickelson, director of public affairs; Larry Haeg, farm service director; Cedric Adams, newscaster and radio personality; Merle S. Jones, general manager, and Tony Moe, sales promotion manager. Station officials estimated 500,000 people saw booth before fair closed Sept. 5.

WCMW AM-FM

Sale Approval Proposed

ACQUISITION of control of WCMW-AM & FM Canton, Ohio, by General Manager S. L. Huffman and Attorney K. B. Cope for $26,880 was approved by FCC Examiner Basil P. Cooper in an initial decision issued last Tuesday.

The purchase covers 80.8% interest, currently held by President M. R. Schneider (20.2%); Arnold Gebhart of Akron (11.8%), J. L. Amerman (20.2%), E. A. Mahoney (20.2%), and Royal G. Lister (8.4%). Mr. Huffman and Mr. Cope would own 40.33%-plus each.

Hearing on the transfer was held in August to consider particularly the qualifications of Messrs. Huffman and Cope, the sales agreement and the possibility that control of the stations, or rights relating to control, had been transferred in advance. The decision gave both transferors and transferees a clean bill on all points.

Examiner Cooper noted that the licensee company has been losing money but pointed out that "there is no provision in the Communications Act or Commission Regulations which require a broadcast station to operate at a profit, the requirement being that the operation of the station be in the public interest." He attributed the financial difficulties to the lack of personal day-to-day supervision by owners. Under Mr. Huffman's managership, he added, "both the programs and the financial condition of Station WCMW improved."

WCMW, on 1060 kc with 1 kw, daytime only, was licensed in September 1946. WCMW-FM was authorized in February 1947. Minority stockholders, whose interests are unchanged by the transfer, are William Dutch and Wilbur Dubois (5% each), B. A. McClellan (4.2%), A. G. Opperman (3.3%), and Conrad Hardenstein (1.7%).

LEE GRAVES DIES

N. Y. Adman Is Killed

LEE GRAVES, 39, New York advertising executive and a former Marine Corps captain, was shot and killed Sept. 9 by a policeman in a Suffern, N. Y., diner, during disturbance there.

Mr. Graves had been with a number of New York agencies, including Compton Advertising, where, during the last year of a nine year association, he headed the radio department; FC&B, where from July 1944 to July 1945 he was account executive at a reported $16,000 yearly for Campbell Soup, for which the agency handled only radio advertising. In 1946 Mr. Graves entered an ad agency partnership with L. W. Hutchins, relinquishing his partnership a year later upon his appointment as advertising manager for the American Sugar Refining Co.

RANGERTONE

To Be Used for NAB Film

SOUND RECORDING for "Lightning that Talks," tentatively-titled NAB promotion film being produced by the All-Radio Committee, will be made via Rangertone Magnetic tape equipment.

Ben Gradus of International Motion Picture Service, director of the film, of which Victor M. Ratner of CBS is supervisor in charge of production, left last Sunday for shooting and recording episodes in Cedar Rapids (Iowa), San Francisco, Columbus, Cincinnati, Philadelphia and Niagara Falls. On his return, tape recordings will be rerecorded on the film's sound track.

RADIO-MINDED

Levy Adv. Reports Accounts

LEVY Advertising Agency, Newark, has received an influx of radio-minded accounts, according to Hyman Levy, agency president.

Jack Woodford Press Inc., New York book publisher, the first of these, bought time with the Mail Order Network and is currently starting its schedule on WOR New York [BROADCASTING, Sept. 5]. This marks the company's first use of radio. It is thought the firm may expand its use pending the success of the venture.

Using the major part of an advertising budget "probably in the $100,000 bracket" for radio, TV set manufacturer Videraft Television, New York, is buying spot time and portions of the disc jockey program on WOR New York, WJZ New York, WVNJ Newark, WAAT Newark, WHBI Newark, a Sunday station, and WLIB New York.

Another company entering radio through Levy is Stephen Atlee Clothes, New Haven, Bloomfield, N. J., and Plainfield, N. J. The firm, manufacturer and retailer of Better Men's Suits and Coats, has bought time on WELI New Haven, and WAAT Newark. Mr. Levy said it was too early to reveal the size of the firm's ad budget.

KBRS OPENS

Airs Special Activities

KBRS Springdale, Ark., 250 w affiliate of ABC, started its service to audiences in Washington and Benton counties by broadcasting special activities Sept. 5. The outlet, owned by the *Fort Smith* (Ark.) *Southwest-Times Record*, is a full-time station on 1340 kc.

To promote the station's opening, the *Record* packed its Sept. 4 edition with articles about the outlet and the Southwest Arkansas region it will serve. Occasion was marked by prominent local officials participating in the opening. Ed Maestri, manager of the Springdale Chamber of Commerce, headed the festivities committee.

Speakers included Elmer Johnson, Springdale mayor; R. L. Vogt, Rogers mayor; J. C. Knott Jr. of Bentonville; Powell M. Rhea, Fayetteville mayor; Harold Whitson of Huntsville, and J. W. Hogg of Siloam Springs. Following the ceremonies, the station held open house in the evenings for the balance of the week. Local talent participating in the ceremony included the Springdale Kiwanis Syncopators.

William F. Hession, formerly sales manager of KWSL Lake Charles, is manager of KBRS.

RADIO and television clinic will be held as part of 28th annual advertising and selling course of Advertising Club of New York this fall and winter. Charles P. Hammond, NBC vice president, will direct clinic.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by (Johnstone-Montei)

OOH-IF YOU KNEW

On Records: Paul Weston—Cap. 4554

On Transcriptions: Ray Anthony — Langworth; Frankie Masters—Associated.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

BMI

These Broadcasters Felt Just Like You Do...

WSPC	Anniston, Alabama
WFPA	Ft. Payne, Alabama
WWCA	Gary, Indiana
WBET	Brockton, Mass.
KTED	Laguna Beach, California
KSGN	Sanger, California
KVON	Napa, California
KROP	Brawley, California
KGST	Fresno, California
WGBA	Columbus, Georgia
WDWD	Dawson, Georgia
WROY	Carmi, Illinois
KFNF	Shenandoah, Iowa
KCLO	Leavenworth, Kansas
KSCB	Liberal, Kansas
WLYN	Lynn, Massachusetts
WSID	Baltimore, Maryland
WJMS	Ironwood, Michigan
KRAM	Las Vegas, Nevada
WWNH	Rochester, New Hampshire
WIRC	Hickory, North Carolina
KSMI	Seminole, Oklahoma
KFJI	Klamath Falls, Oregon
KASH	Eugene, Oregon
WCMB	Lemoyne, Pennsylvania
KNAL	Victoria, Texas
KDET	Center, Texas
KITE	San Antonio, Texas
KOGT	Orange, Texas
KEYS	Corpus Christi, Texas
KULP	El Campo, Texas
KSVC	Richfield, Utah
WWYO	Pineville, West Virginia
WOAY	Oak Hill, West Virginia
KVRS	Rock Springs, Wyoming
WPBC	Minneapolis, Minn.
WMUU	Greenville, S. C.
KWAT	Watertown, S. D.
WLIN	Merrill, Wisconsin

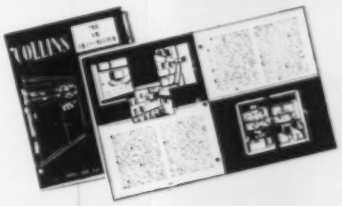
They wanted a 1 kw transmitter that they could be sure of so they bought the 20T

Any time you talk about money in four figures, you are talking about a lot of it. For instance, you can buy the finest automobile, refurnish your home, pay for a substantial portion of a new house or any one of a number of grand things with the amount of money you put into a 1 kw broadcast transmitter. Whenever you buy any of these things you shop carefully, investigate the supplier and manufacturer and, most of all, the quality of the product itself before you sign on the dotted line.

When you buy a transmitter for your 1 kw installation you should be careful. When you buy a 20T it's a sign you have considered your purchase carefully. You have weighed quality, convenience, workmanship, ease of operation against cost. You have made comparison.

In the end you do the same thing the broadcasters listed above decided to do. You choose the 20T. Why? Because you get a real buy in the 20T. It is unsurpassed by any comparison, be it appearance, workmanship, operation, convenience—or the service of the Collins Radio Company—which is a feature of your purchase that lasts the many years that you will enjoy fine service from your installation.

Whether you are starting a new station or replacing present equipment, find out about the 20T so you will know what a really good broadcast transmitter is.



New Booklet

A letter addressed to Dept. BC-1, Collins Radio Company, Cedar Rapids, Iowa, will bring you the newest information on the 20T transmitter.

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ACTIONS OF THE FCC

SEPTEMBER 9 to SEPTEMBER 16

CP-construction permit — **ant.-antenna** — **cond.-conditional**
DA-directional antenna — **D-day** — **LS-local sunset**
ERP-effective radiated power — **N-night** — **mod.-modification**
STL-studio-transmitter link — **aur.-aural** — **trans.-transmitter**
synch. amp.-synchronous amplifier — **vis.-visual** — **unl.-unlimited hours**
STA-special temporary authorization — **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

September 9 Applications . . .

ACCEPTED FOR FILING

SSA—1030 kc

KWBU Corpus Christi, Tex.—Extension for SSA to operate on 1030 kc 50 kw during hours local sunrise Boston, Mass. and local sunset Corpus Christi. Period not to exceed 12 mos. from Sept. 15.

License Renewal

Request for license renewal AM station: KTRB Modesto, Calif.; KOA Denver, Col.; WMBM Miami Beach, Fla.; WDMG Douglas, Ga.; KWPC Muscatine, Iowa; KFEQ St. Joseph, Mo.; WNBC New York; WCPS Tarboro, N. C.; WLTR Bloomsburg, Pa.; WESC Greenville, S. C.; WDIA Memphis, Tenn.; KGNC Amarillo, Tex.; WFAA Dallas, Tex.; WARL Arlington, Va.; WFLO Farmville, Va.; WATK Rolling, Wis.

Modification of CP

WHAS-TV Louisville, Ky.—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

Assignment of License

KVON Napa, Calif.—Assignment of license from Lt. Col. Elwyn F. Quinn, William S. Quinn, John William Chadwick and Robert L. O'Brien partnership d/b as Napa Bcstg. Co. to corporation Napa Broadcasting Co. Inc.

WFHG Bristol, Va.—W. C. Nininger, Norris B. Burnette, H. I. Goode, C. Edward Wright and W. K. Vance Jr. d/b as Bristol Bcstg. Co. to Bristol Bcstg. Co. Inc.

APPLICATION DISMISSED

WSID Essex, Md.—United Bcstg. Co. Inc. DISMISSED Sept. 6 request to change from 1570 kc 1 kw D to 1400 kc 250 w unl.

September 12 Applications . . .

ACCEPTED FOR FILING

AM—850 kc

WKBZ Muskegon, Mich.—CP to change from 850 kc 1 kw unl. DA-1 to 850 kc 5 kw-D 1 kw-N DA-2.

AM—930 kc

KWOC Poplar Bluff, Mo.—CP to change from 1340 kc 250 unl. to 930 kc 1 kw unl. DA-N.

SSA—1410 kc

KBUD Athens, Tex.—Request for SSA to operate on 1410 kc 250 w-D 100 w-N.

AM—790 kc

WMON Montgomery, W. Va.—CP to change from 1340 kc 250 w unl. to 790 kc 1 kw-D 500 w-N DA-N.

License Renewal

Request for license renewal new AM station: KNBC San Francisco; WMAQ Chicago; KTRY Bastrop, La.; WHDH Boston; WLAW Lawrence, Mass.; KTIS Minneapolis, Minn.; KWRE Warrenton, Mo.; KGGF Coffeyville, Kan.; KPDQ Portland, Ore.

License for CP

KCRA-FM Sacramento, Calif.—License for CP new FM station.

Modification of CP

Mod. CP new FM station for extension of completion date: KMJ-FM Fresno, Calif.; WNOI Oak Park, Ill.

KOMA-FM Oklahoma City, Okla.—Mod. CP new FM station to change ERP to 4.06 kw, ant. to 300 ft.

WCOD Richmond, Va.—Mod. CP new FM station to change ERP to 36.5 kw.

TENDERED FOR FILING

SSA—1150 kc

WSIV Pekin, Ill.—Request for SSA to operate on 1150 kc 100 w N in addition to licensed facilities 1140 kc 1 kw D.

Assignment of License

KXGI Fort Madison, Iowa—Assignment of license from A. Orrie Carson to Carson Radio Inc.

CP to Reinstate

KGIB Bremerton, Wash.—CP to reinstate CP new AM station 1540 kc 1 kw D.

September 13 Decisions . . .

BY THE SECRETARY

WGTL Kannapolis, N. C.—Granted assignment of license to Fred H. Whitley Inc.

WADC Akron, Ohio—Granted CP to install new trans.

WCAV Norfolk, Va.—Granted mod. CP for extension of completion date to 2-28-50.

WCAV-FM Norfolk, Va.—Granted mod. CP for extension of completion date to 2-28-50. On condition construction be completed or interim operation provided by that date.

WAVE-TV Louisville, Ky.—Granted mod. CP for extension of completion date to 4-12-50.

WDAF-TV Kansas City, Mo.—Same to 3-30-50.

WIKH Shaker Heights, Ohio.—Same to 3-26-50 on condition construction be completed or interim operation provided by that date.

WJDX-FM Jackson, Miss.—Granted license new FM station; Chan. 275, 102.9 mc, 50 kw, ant. 570 ft.

WTTH-FM Fort Huron, Mich.—Granted license new FM station; Chan. 256, 99.1 mc, 22 kw, ant. 420 ft.

WCOL-FM Columbus, Ohio—Granted license new FM station; Chan. 222, 92.3 mc, 33 kw, ant. 380 ft.

WKER-FM Manchester, N. H.—Granted license new FM station; Chan. 261, 100.1 mc, 1 kw, ant. minus 3 ft.

WCHS-FM Shelby, N. C.—Granted license new FM station; Chan. 241, 96.1 mc, 2.6 kw, ant. 480 ft.

Voice of Alabama Inc., Area Birmingham, Ala.—Granted CP and license new Experimental TV Relay station KA-4083.

BY COMMISSION EN BANC

Request Granted

Granted request Paramount Television Productions Inc., Los Angeles, to use experimental TV relay station W6XCM as relay between Olympia Auditorium and Ambassador Hotel, in connection with experimental large screen reproduction of amateur boxing matches on Sept. 13 only, at 5 p.m.

Hearing Continued

WJOC Jamestown, N. Y.—Ordered continuance of hearing presently scheduled for Sept. 14 to Sept. 19 in Washington. By Examiner Resnick.

KXXL Reno, Nev. — Ordered that consolidated hearing presently scheduled for Oct. 3 be continued to Oct. 5 at Reno, in re application for renewal of license and voluntary assignment of license. By Examiner Litvin.

ACTIONS ON MOTIONS

WKBV Richmond, Ind.—Granted leave to intervene in hearing upon applications of WMRN Marion, Ohio, et al. By Commissioner Sterling.

Dr. Francisco A. Marquez, Aguadilla, P. R.—Dismissed application for CP. By Commissioner Webster.

WEBS Oak Park, Ill.—Continued hearing on application mod. CP to Oct. 17. By Examiner Basil P. Cooper.

WGLN Glens Falls, N. Y.—Granted continued hearing on application for mod. license to Oct. 17. By Examiner Hugh B. Hutchinson.

By Examiner J. Fred Johnson

KOA Denver, Col.—Granted continued hearing on application for CP to Nov. 16.

Whittier Bcstg. Associates, Whittier, Calif.—Granted continued hearing on application for CP to Dec. 19.

Colonial Bcstg. Co. Inc., and WHIT New Bern, N. C.—Granted continued hearing on applications for CP's to Oct. 13.

Hush-A-Phone Corp. and Harry C. Tuttle—Granted order to take depositions of various witnesses in proceeding.

By Examiner Fanney N. Litvin

La Grange Bcstg. Co., La Grange, Ill.—Granted leave to amend application so as to show height of radiating element as 150 ft., and overall height above ground as 153 ft.

WCTT Corbin, Ky.—Granted leave to amend application so as to specify new site, new vertical radiation pattern in direction of WPTF Raleigh, N. C., and correct typographical error so as to show cost of ant. system as $15,000 instead of $1500.

WCTT Corbin, Ky.—Granted continued hearing on application WCTT for CP and of WISE Asheville, N. C. to Oct. 31.

By Hearing Examiners

WPOR Portland, Me.—Granted continued hearing on application for CP until such time as Commission shall have acted on petition for reconsideration and grant filed with motion indefinitely. By Examiner Leo Resnick.

WMRO Aurora, Ill.—Granted leave to amend application mod. license to show new trans. site, reduce ant. height, etc. By Examiner Jack Blume.

Radio Modesto, Inc., Modesto, Calif.—Granted request for early date for hearing on application and that of Frank M. Helm, Modesto, Calif.; further hearing scheduled for Sept. 15, and matter remanded to James D. Cunningham for further hearing and issuance of initial decision on entire record. By Commissioner Webster.

St. Mary's University Bcstg. Corp. San Antonio—Granted extension of time to file exceptions to intial decision in application and that of Metropolitan Bcstg. Co., Alamo Heights, Tex. to Oct. 17. By Commissioner Webster.

Chanute Bcstg. Co., Chanute, Kan.—Granted continued hearing on application for CP to Oct. 10. By Examiner Basil P. Cooper.

RADIO GOA

First India Commercial Outlet

COMMERCIAL RADIO made its debut on the sub-continent of India Sept. 1 when Radio Goa, Goa, Portugese India, took the air. The station is the first and only commercial outlet to cover both India and Pakistan.

Concurrent with its initial broadcast, Pan American Broadcasting Co., New York, was appointed Radio Goa's world-wide commercial manager. Arrangements were made between Eugene Bernald, Pan American vice president, and Agencia Publicidade de Inter-Mundo, Goa, station's operating administrative organization.

The station, covering an area said to include more than 300,000 radio homes, of which mail response reportedly indicates a regular listenership of approximately 25%, is currently issuing rate card No. 1.

September 13 Applications . . .

ACCEPTED FOR FILING

AM—1410 kc

WLAQ Rome, Ga. — CP to change from 670 kc 1 kw D to 1400 kc 250 w unl. AMENDED to request 1410 kc 1 kw unl. DA-N.

Modification of CP

WJCD Seymour, Ind.—Mod. CP new AM station for extension of completion date.

License Renewal

Request for license renewal AM station: WINZ Hollywood, Fla.; WASL Annapolis, Md.; WCBS New York; WOHS Shelby, N. C.; WNAD Norman, Okla.; WCHV Chester, Pa.; KRCT Goose Creek, Tex.; KPAN Hereford, Tex.; KTBI Tacoma, Wash.

Modification of CP

Mod. CP new FM station for extension of completion date: WLET-FM Toccoa, Ga.; WJPF-FM Herrin, Ill.

WLEE-FM Richmond, Va.—Mod. CP new FM station to change ERP 21.4 kw, ant. 303 ft.

Mod. CP new commercial TV station for extension of completion date: KBTV Dallas to Nov. 8; KRLD-TV Dallas to 4-1-50.

TENDERED FOR FILING

Assignment of License

WGES Chicago — Assignment of license to John A. Dyer, Vivian I. Christoph, Elizabeth M. Hinzman, F. A. Ringwald and William F. Moss d/b as Radio Station WGES through change in percentage of ownership.

September 14 Applications . . .

ACCEPTED FOR FILING

License for CP

License to cover CP new AM station: WONN Lakeland, Fla.; KTXC Big Spring, Tex.

License Renewal

Request for license renewal AM station: KLGN Blytheville, Ark.; KGO San Francisco; WENR Chicago; KSTT Davenport, Iowa; WLSI Pikeville, Ky.; WCCM Lawrence, Mass.; WJZ New York; WNYC New York; KBYE Oklahoma City, Okla.; WLW Cincinnati; WCPA Clearfield, Pa.; WPIT Pittsburgh, Pa.; KLYN Amarillo, Tex.; KOPP Ogden, Utah; WFHG Bristol, Va.; WCAV Norfolk, Va.

Modification of CP

Mod. CP new FM station for extension of completion date: WBOW-FM Terre Haute, Ind.; WTCN-FM Minneapolis; WHFM Rochester, N. Y.; WMIT Charlotte, N. C.

License for CP

KTTS-FM Springfield, Mo.—License for CP new FM station.

(Continued on page 79)

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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Sales managers (2) and salesmen. High grade men to join this long established special promotion concern conducting safety campaigns for 55 eastern stations. Sponsorship is sold entirely by telephone. Must be clean cut, sober and crackerjack phone salesman, but must be firm in the belief that special promotions can and must be sold on the same ethical basis as any other radio time. Men hired will earn commission incomes from $5,000 to $20,000 a year. Box 603c, BROADCASTING.

Potential station manager who can start in sales proving himself worthy with results and efforts. Box 622c, BROADCASTING.

Experienced commercial manager-salesman. Good proposition to right man. Must have experience and best of references. WBUY, Lexington, N. C.

Salesmen

Wanted—Salesman with experience and ability to sell radio intelligently and diligently for Virginia's progressive 1 kw daytime station. Commission on net station time. Liberal drawing account. Opportunity to work up to sales manager position. Give all particulars in the first letter. Box 524c, BROADCASTING.

Experienced local salesman wanted for 5 kw CBS station in one of east's richest markets. Competition keen, but station enjoys top billings, highest Hoopers, greatest coverage. Must have car, best references. Include picture, background, salary requirements first letter. Box 568c, BROADCASTING.

Salesman, 250 watt independent exclusive eastern market. Drawing account and commission. Excellent deal for the right man. Box 572c, BROADCASTING.

Wanted experienced time salesman for station in western New York state. Box 573c, BROADCASTING.

Sales representative. Well-known network station in small New England market has opening. Commission basis. Established accounts. State qualifications. Box 594c, BROADCASTING.

Experienced salesman — Texas ABC station. Good territory, requiring good salesman. Permanent. Equitable compensation. Send full sales resume. Box 623c, BROADCASTING.

Salesman. Real opportunity for aggressive hard working man in progressive market. Drawing account and commissions. State background, references. WGGA, Gainesville, Ga.

Announcers

Experienced play-by-play man. Baseball, football, basketball wanted immediately by central California NBC affiliate. Ability to handle disc shows, news and straight announcing desirable. Send complete background, photo and disc to Box 525c, BROADCASTING.

Announcer with first class ticket by CBS affiliate in fine progressive southwestern New Mexico community. Good salary for experienced man. Also good deal for beginner. Disc and complete letter to Carl Dunbar, KSIL, Silver City, New Mexico.

Wanted — experienced announcer. Strong on sports. Only experienced need apply. WEAV, Plattsburg, New York.

Technical

Wanted. Radio engineer. Must have engineering degree, first class license and experience in all phases of radio station operation. If you have these qualifications, plus the background to take charge of the technical operation of television, and would like to live in New England, advise complete details, background, references. Box 578c, BROADCASTING.

Situations Wanted (Cont'd)

We have opening for engineer first class phone. Prefer man from joining states or vicinity. Need by 15th. Salary $180 monthly. Wire Chief Engineer, WHCC, Waynesville, N. C.

Need operator temporarily for two or three months. Possibility of permanent job. Apartment furnished free. WKPT, Kingsport, Tenn.

Production-Programming, others

Newsman. Topflight editor, reporter, newscaster. Local news gathering and writing experience essential. 5000 watt midwestern network affiliation. Include full details and state salary expected. Confidential. Box 530c, BROADCASTING.

Two fully experienced salesmen for newspaper-owned Michigan radio station. Must be able to earn minimum of $5,000 first year on commission against liberal draw. Tell all first letter. Immediate employment. Box 583c, BROADCASTING.

Program director. Must have successful record in this position with competitive metropolitan market station. Real opportunity to party able to produce. Detail your previous experience, salaries, attach snapshot, and outline fully the duties of program director, as you would perform them. Personal interviews will be arranged with best qualified applicants. Confidential. Box 615c, BROADCASTING.

Situations Wanted

Managerial

Manager, superior qualifications. Can combine programming, sales and management. Desire situation in difficult market. Box 35c, BROADCASTING.

Manager. Young. Aggressive. Ten years experience all phases of radio. Particularly strong on sales. College graduate. Record of successful employment. Box 462c, BROADCASTING.

Manager-sales manager. Twelve years experience 250 w-50 kw. Built and put one kw station in black after seven months operation in highly competitive ten-station market. Interested only in solid sales and program policy. Will take part salary in stock. Married, sober. Best references. Box 582c, BROADCASTING.

Help! Since attending my first NAB Convention in 1929, 20 years ago and through the years since in serving on numerous NAB committees, many of you station owners and managers reading this have undoubtedly become my personal friends. Will you please, as a favor to me, take a moment of your time to give a little help? After many years as a sales and station manager in this metropolitan five station market and with a well known and highly creditable established record in the broadcast industry, I'm endeavoring (strictly personal reasons) to negotiate a change. Well, have you ever tried to uncover or lineup an opening? It's a new experience and believe me it's tough to dig up leads. I'll appreciate your help very much if you'll drop me a line tipping me off on any openings or reported changes you know about. You'll probably be helping a man who's a friend of yours. I'd do the same for a friend of mine. Thanks. Box 630c, BROADCASTING.

Salesmen

Young veteran, aggressive, civic-minded. Good appearance and personality. Have sound business background with proven sales ability. Graduate School of Radio Technique, Radio City. Desires position with growing station. Box 500c, BROADCASTING.

Situations Wanted (Cont'd)

Metropolitan background plus small station "no how". That's my background, six full years of commercial radio. Capable of fine selling job on the air. Box 585c, BROADCASTING.

Salesman, experienced, young, hard worker. Good references. Can also announce. Small station preferred. Box 624c, BROADCASTING.

Announcers

Sportscaster, top play-by-play, sportscast, wants sports-minded station. References. No disc. Box 496c, BROADCASTING.

Experienced announcer, presently employed. Thorough knowledge newscasting, DJ, traffic writing. Operate board. Married. Reliable, ambitious. Complete details upon request. Box 522c, BROADCASTING.

Experienced announcer. Good quality. Can do sports. Presently employed NBC station. Southern stations only. $65 per week minimum. References. Tell all first letter. Write Box 528c, BROADCASTING.

Sports and newsman. Now in network newsroom with 3 years all play-by-play local news, commentary, special events experience with nation's top FM. Want to get back on air in medium, sports-minded market. Top references from present employer, plus metropolitan AM, FM TV, newspaper, wire service employers. BS, MS in journalism, 22, single, known as hard worker with accuracy uppermost. Security important. Prefer midwest but not limited. Have discs, tape. Available on two weeks notice. Box 498c, BROADCASTING.

Four years experience metropolitan stations announcer-disc jockey now with NBC southern affiliate. Married, no children. Seeking station to put his excellent voice, wealth of experience and resourcefulness to work. Congenial. Disc and photo on request. Box 555c, BROADCASTING.

Staff announcer, 26, graduate leading Radio City school. Experienced in all phases of microphone technique. BA in English. Will travel. Disc available. Box 558c, BROADCASTING.

Announcer, young, three years experience play-by-play, all sports. Also disc, news. References. Prefer northeast, but will travel. Box 559c, BROADCASTING.

Announcer. Versatile, extensive training, news, commercials, Jockey tops. Desires connection with progressive station. Prefer southwest territory. Box 560c, BROADCASTING.

Announcer. Single versatile, dependable. Two years extensive training Chicago Radio College. Box 562c, BROADCASTING.

Excellent voice. Graduate School of Radio Technique, thoroughly trained announcing, writing. Married, 24, car, travel, can sell. Photo, disc, data available. Box 567c, BROADCASTING.

Experience must be gotten to be had. Is there anyone in this country man enough to give start to young announcer who is a graduate of leading radio school and can handle news, commercials, discs, etc. Good voice and hard worker. Box 569c, BROADCASTING.

Announcer. Single, 25, veteran. Graduate announcing school only. Desires position in south. Will consider on-the-job training. Box 571c, BROADCASTING.

Announcer. Experienced in commercials, newscasting and disc shows. Married vet. Disc available on request. Box 574c, BROADCASTING.

Announcer, experienced programming, production. Chicago and major markets—presently in market with two million potential. Desire west or midwest. $350 month minimum. Strong news, special shows, net commercials. Transcription available. Box 579c, BROADCASTING.

Experienced disc jockey, has terrific mail pull, very pleasing easy-to-listen-to-voice. Strong on news. Prefer, N. Dak. or Montana. Box 580c, BROADCASTING.

Announcer, single, presently employed midwest. Wants position southeast. Excellent references. Box 587c, BROADCASTING.

Situations Wanted (Cont'd)

For rent—11 sound qualifications, by mature, experienced announcer. Midwest preferred. Box 600c, BROADCASTING.

Announcer, copywriter, salesman. Available Oct. 1. Single. Proven record of results. Can do sports, news. Western music specialty. West of Mississippi. Box 588c, BROADCASTING.

Announcer, presently employed network station. Experienced in dance remotes, news, sports, platter shows. Operate board. Educated, capable, conscientious. Box 589c, BROADCASTING.

Announcer, 4 years experience, looking for fair dealing station. Prefer early morning work. Can double as continuity writer. Have good record on mail pull for DJ shows. Would like to join new station not yet on the air, but will consider any offer. Prefer Indiana, but will go anywhere. Married, dependable, good references, sober. Box 590c, BROADCASTING.

Announcer-disc jockey. Seven years experience with leading stations both AM & TV. Available immediately. Box 591c, BROADCASTING.

Experienced staff and feature announcer. Specialize in news, sports, and DJ programs. Complete details upon request. Box 596c, BROADCASTING.

Will trade letters with midwest stations seeking experienced, mature announcer, now with outstanding 10 kw midwest station, wishing to progress. Box 601c, BROADCASTING.

Morning man, Smooth comedy, good selling style. Operate board. Sell own show. Builds top audience. 6 years experience. References. Want permanency. Disc. Box 605c, BROADCASTING.

Network announcer. Rich voice. Smooth style connected with CBS, WHN, WLIB, New York. Recently purchased home and Texaco service station in Los Angeles. Available any part of 24 hours radio, FM, Television. Los Angeles and surrounding areas only. Box 609c, BROADCASTING.

Announcer - newsman. Experienced broadcaster with adlib and DJ ability. Operate console and write continuity. No floater. Best references. Willing to travel for permanent position with future. Box 610c, BROADCASTING.

Announcer writer, 25, vet, single. Columbia graduate, drama major, BA, MA, available immediately. Box 612c, BROADCASTING.

WOR staffer interested in offer from northeast. Good jockey, bop or Bach. Special events, quizmaster. Box 613c, BROADCASTING.

Sports announcer. Ten years play-by-play, outstanding sports show. Box 614c, BROADCASTING.

Announcer-engineer two years experience, good technical background, qualified as chief engineer. Can handle any type show, locate west coast for $75. Box 616c, BROACASTING.

Announcer. Third year with midwest regional. Seven years commercial radio. Disc jockey, daily four disc shows at present. Prefer night disc deal. But will consider all announcing offers. Continuity, traffic board. PD experience. 29, single. Box 618c, BROADCASTING.

Audience - builder, announcer - sales, singer. Experienced 1 kw Mutual affiliate. Produced several fast selling programs. Knowledge of Italian. Operates console. Career conscious. Dependable, 25 years old, single, university graduate. References. Disc available to progressive stations east coast area or California. Box 619c, BROADCASTING.

Announcer, engineer, experienced all phases including sports. Wishes to settle with good station. No disc available. State offer. Box 625c, BROADCASTING.

Staff announcer. Experienced all phases small station operation. Presently employed, midwest. 24, single. College graduate. References. Box 627c, BROADCASTING.

College graduate, radio major, desires announcing job with progressive station. Two years experience in AM-FM announcing. Background includes continuity and sales. Excellent sports and music experience. Age 23. Single. Go anywhere. Future opportunity for advancement more important than starting salary. Excellent references. Box 629c, BROADCASTING.

XUM

Situations Wanted (Cont'd)

Technical

Chief engineer. Experienced all phases AM and FM. 29, married, one child. Want position where hardworking ambitious man can get ahead. Box 68c, BROADCASTING.

Must leave damp climate for health's sake. Interested in Rocky Mountain and western states. Presently employed as chief engineer in 1000 watt daytimer. Box 361c, BROADCASTING.

Engineer licensed. 12 years experience. Box 506c, BROADCASTING.

Engineer seeking position. Would like to become associated with new station if possible, location unimportant. 14 months experience. Graduate of RCA Institutes. Box 516c, BROADCASTING.

Engineer, 20 months experience, transmitter, remotes, tape recordings. RCA graduate. Presently employed, desires permanent position with progressive station. Box 557c, BROADCASTING.

Chief engineer, age 30. Now employed regional station. Desire change. BSRE extensive experience in operation, construction, allocation, personnel management and maintenance. FM and directional experience. Consider any location, but must be aggressive, well-established station. Highest references. Minimum salary $6000. Box 563c BROADCASTING.

Engineer presently employed as chief, looking for permanent position. Experience and references supplied on request. Willing to make personal interview. Box 570c, BROADCASTING.

Position wanted as broadcast engineer. References furnished. Long hours and short pay expected. Box 576c, BROADCASTING.

Get radio engineer with fifteen years' experience including one year television, desires position of chief engineer of aggressive television outlet preferably in Rocky Mountain or Pacific coast area. Qualified for installation work. Box 577c, BROADCASTING.

Engineer and announcer with first phone license. Available at once. Experienced disc jockey, remotes, FM, AM, 18 months. Married with family. Sober and reliable. Furnished house necessary. Box 584c, BROADCASTING.

Combination, 6 years experience. Disc or tape on request. Prefer southeast. Box 586c, BROADCASTING.

Chief engineer, southwest. 7 years AM-FM-TV experience, installation, maintenance, operation. Presently employed large TV station. Must leave last because of asthma. Married, one child. Small progressive station desired. Box 593c, BROADCASTING.

First phone transmitter and control operator desires job in midwest. RCA graduate, 22, single. 6 months experience. Box 595c, BROADCASTING.

Engineer, single, transmitter and operating experience. 8 months 1 kw FM. Will travel. Box 598c, BROADCASTING.

Electronic engineer desires to learn broadcasting business and willing to start at the bottom. College degree B.S.E.E. licenses. First telephone 1942, 1948, second telegraph 1948, amateur 1941, two years experience as radio tech. Can you fit me into your organization? Box 617c, BROADCASTING.

Recent university graduate with degree in electrical engineering and three years of diversified technical experience in broadcasting desires a job with a progressive broadcasting or television organization. Box 626c, BROADCASTING.

First phone, vet, 25, single, will travel. Can't get experience without working. C. Grimminger, 238 East 81st St., N. Y. C.

Plus, plus, plus. Engineer, first class license, 22 years experience, 17 years WDRC 5 kw directional with 7 as transmitter supervisor. Last 21 months Chief KSIL 250 watts. Plus program, writing, control room, recording experience. Plus top references. Desire permanent position southwest or Florida. Available now for personal interview. Jim Keefer, KSIL, Silver City, New Mexico.

Well-qualified first class engineer wants position in Eastern, North or South Carolina. Contact Carl E. Pigott, Radio Station WGTN, Georgetown, S. C.

Situations Wanted (Cont'd)

Control operator, three years clear channel experience, ham, E. E. Degree. Married. Prefer Ohio area. Box 631c, BROADCASTING.

Engineer, first phone license, two years' experience, single, age 23, desires position. Do not have car. Will travel. James Ellzey, Rt. 4, Tylertown, Miss.

Experienced engineer with first class phone license, desires employment in the United States. Edward A. Gere, 337 St. James Ave., Woodbridge, New Jersey.

Engineer-announcer wishes position. Just completed 34 weeks training. Married. Inexperienced. First phone license. Will consider any location. Philip Schneider, Sedgwick, Kansas.

Engineer veteran, 23, family, car, 1st phone, 2nd telegraph, class B amateur. Will take combination, prefer maintenance. Travel and settle. Available now. Merle Scruggs, 4315 Canal, Dallas, Texas. H8-5283.

Combination engineer-announcer available for position in Maine or northeast United States. Good commercial voice. Excellent references. Married with no children. Write Julian Terstegen, RFD #1, Canaan, Maine.

First class phone license. Vet. 25 with car. Willing to travel. James Turner, 6609 Avenue T, Brooklyn 34, N. Y.

Production-Programming, others

Capable college educated, well-recommended young woman experienced in traffic and copy. Wants responsible position in Washington D. C. station. Box 795B, BROADCASTING.

Program director-announcer. Radio 3 years. Know all phases. Presently P.D. net affiliate. Family man. Age 26. Minimum salary $50. Box 490c, BROADCASTING.

Experienced program director with complete knowledge all phases station operation looking for opportunity for professional advancement where sincere hard work will pay off in financial advancement as well. Programs both saleable, listenable. Liked and respected by staff, sponsors, community. Can build prestige of station and make it vital part of community. Background includes experience selling, all types announcing, some copywriting, program director on both east and west coast stations. Top quality voice. Details, disc, references. Box 437c, BROADCASTING.

Newscaster seeks permanent position with sound, established 5 kws in prosperous, growing area where he can settle with family and develop into valuable news personality. Distinctive voice, delivery. (Good appearance for TV). Long, proven ability clear, listenable rewrite. Expert newshandling and human interest. Former newspaperman. Dependable, mature, cooperative. College graduate. Highly recommended. Now employed, but is looking ahead. Box 526c, BROADCASTING.

University graduate in radio journalism desires opening. Can handle news operation or any part of it. Reporting, editing, rewriting, airing newscasts. Single. Prefer midwest or Pacific northwest. Box 527c, BROADCASTING.

Experienced writer, presently employed midwest. Prefer south or east. Box 531c, BROADCASTING.

Married man experienced in TV directing, programming interested in all-round job with station. Available immediately. Box 561c, BROADCASTING.

Top newscaster. Age 30. 3 years experience. Particulars on request. Box 565c, BROADCASTING.

Young lady, fully experienced in continuity, traffic and production. Box 566c, BROADCASTING.

Newsman to report, write, broadcast. 250 experience. Journalism degree. Box 581c, BROADCASTING.

Experienced script, commercial continuity writer. Resume and samples upon request. Box 597c, BROADCASTING.

Freelance radio and TV writer, producer, 3 years experience. Wants station affiliation. Veteran, married, 25, university background in music. Travel anywhere. Box 599c, BROADCASTING.

Situations Wanted (Cont'd)

Experienced assistant director. Solid background of Theatre, radio, television. College grad. Produced, wrote own TV show. Best references. Resume. Box 632c. BROADCASTING.

Program director and or assistant manager. Only interested in progressive station. Practical knowledge all departments, and promotion. Can do good job your market and community. Seek future professionally and financially thru hard, conscientious work. Presently employed. Family man. Box 606c. BROADCASTING.

Newscaster, eleven years AM, TV and network experience specializing in news, also interviews, special events and programming, original, authoritative news style. Journalism college grad. Army correspondent. References, dependable, two weeks availability. Box 620c. BROADCASTING.

Check this. Program director, morning man, salesman, announcer. Prove on trial basis. 6 years experience. Good references. Any size market. Box 604c. BROADCASTING.

Television

Help Wanted

Salesmen

Wanted: Experienced AM salesmen whose earnings are above average and record will bear careful investigation. He realizes that his future is in television, to the extent that he is willing to make temporary financial sacrifices to establish himself with a television station that is setting records of achievement. His future will be limited only by his own ability and integrity. Location, southeast. Box 592c. BROADCASTING.

Situations Wanted

Technical

Scene designer-ltg., technician. Limited TV set-construction experience. Good knowledge TV lighting. College graduate, theatre production, graduate work-radio, television. Box 556c. BROADCASTING.

Production-Programming, others

Programming assistant, thorough knowledge production, direction, film and traffic. Desire position with progressive TV station. Will travel. Box 611c, BROADCASTING.

For Sale

Equipment

FM station equipment for sale. One GE 3 kw transmitter with console, audio rack complete with monitors. Just like new. Save $5000. Write Box 542c, BROADCASTING.

Must sell new Presto 8N, 1C head, cabinet, microscope. Used Presto 6N, same equipment. Best offer. Box 575c, BROADCASTING.

For sale. A 250 watt RCA transmitter, type 250-K, excellent condition. 2 crystals for 1400 kilocycles operation. 1 GR modulation monitor, excellent condition. Best offer. Contact Welton Roy, WHBQ, Memphis, Tennessee.

One 170 ft. Wincharger 101 tower in good condition. WHSC, Hartsville, South Carolina.

GE 4 bay FM antenna, less pole, brand new, never used. $800. Warren Davis, WSUA, Bloomington, Indiana.

Wanted to Buy

Stations

Station or CP in Piedmont section of share with management arrangement, south, price and terms desired. Or Box 602c. BROADCASTING.

Would buy at right price broadcasting station located in growing community. Give details including price, if you want to make a quick deal. Box 621c, BROADCASTING.

Wanted to Buy (Cont'd)

Equipment

Second-hand 1000 watt transmitter, also frequency monitor, console and auxiliary equipment. Will pay cash, but price must be realistic. Box 363c, BROADCASTING

Wanted—Complete 250 watt FM broadcast station equipment and a 175 ft. self-supporting antenna with insulators. Box 390c. BROADCASTING.

Portable tape recorder, two RCA 70C or D turntables and one beachmaster P A horn or equivalent. Box 564c, BROADCASTING.

Needed immediately. 10 kw used transmitter, studio equipment. Must be guaranteed good condition. Details, lowest cash price. Box 140, El Centro, California.

Used Collins 12Z-3 remote amplifier or other type three or four channel remote. Write Chief Engineer WWCO, Waterbury, Connecticut.

Employment Service

Get on the band wagon now for one of the many openings passing through here daily. Special deal for salesman. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Help Wanted

Salesmen

TOPNOTCH SALESMAN
FOR TOP
NEW ENGLAND INDIE
2nd largest market
$150-$200 weekly
Services desired immediately
Details in full to
BOX 628C, BROADCASTING

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(Continued on next page)

XUM

NEW YORK STATE RADIO

A General Report

MILES HEBERER
Director
Radio Bureau
New York State Department
of Commerce

DURING the spring and summer I visited every commercial broadcasting station in New York except those in metropolitan New York City. Apple trees were blooming when the journey began at Jamestown. When it ended I had travelled 4,000 miles and talked informally for more than 50 hours with managers and program directors of 84 stations representing 74 AM, 48 FM, and 7 TV operations.

Some managers were interested in discussing the future of AM; many of them wanted to know what other managers thought about TV and FM. But, most of all, we talked about the state of business.

Two managers out of three said that collections are more difficult than they were a year ago. Most stations, however, aren't doing anything to counteract the trend. Some say they avoid difficulty by carefully screening accounts before accepting them. A few are offering cash discounts for prompt payment. In most cases this amounts to 1 or 2%; but discounts of 5 and 10%, respectively, were reported by two stations.

Business Harder

Nearly everyone agreed that business is somewhat harder to get. As one manager said, "A year ago the business came to us; today we have to go after it." Despite this, one long-established station reported business up 20% over a year ago. While no manager expressed genuine concern over his own business, or business conditions in general, there was some indication that this summer's seasonal slack may be greater than in recent years and there is speculation about the number of accounts which will return in the fall.

Next to business, "What about TV?" was the most popular question. It wasn't surprising that no AM operators believed TV will actually drive them out of business but it was interesting to learn that the only TV operator with no AM affiliation also thought the future of AM was secure "though undoubtedly," he said, "there will be changes made." Some AM managers aren't at all concerned. Many believe that video will be primarily a nighttime operation with some sport and special events viewing during the day, which, according to more than one manager, will not seriously affect daytime AM for a long time. A video manager, on the other hand, said that, where they are on the air, daytime TV programs have audiences as large, per available set, as AM programs.

One AM manager said, "It'll be years before TV takes the place of local AM" but there is more than casual interest in the development of local television. In addition to those stations which have applications pending, there are at least six upstate operators thinking about getting into television, probably as booster stations with some local programming.

While the FM situation is far from encouraging, it isn't completely black. A few AM-FM stations are presenting some programs independently on FM. Three such operators are planning to present simultaneous programs originating in their neighboring communities at least once weekly during the coming winter. The interesting point is that they plan to air the show during class A AM time, in competition with themselves. They believe that FM's chance to sell lies partly in giving listeners something they want to hear and can't get on AM.

Many rural listeners, according to one spokesman, have realized the supremacy of FM reception after dark. Farmers in New York State receive weather reports from FM transmitters located all over the state as well as many other programs tailored especially for them.

Mastin Boosts FM

Finally, New York, in Cecil Mastin, chairman of NAB's Advisory. FM Committee, has one of the country's real boosters for FM. When I talked with Mr. Mastin he had just returned from a meeting of his committee in Washington, and his enthusiasm was catching. He unequivocally believes that, except for clear channels, FM is the coming medium of audio transmission. He says, "Virtually all regional AM stations can serve the public better with FM." The change has not come about sooner because there wasn't much the operator could do until there were adequate FM receivers on the market and the public had sufficient time to sample the product. "It took time," says Mr. Mastin, "to provide good receivers for use in the high band, to eliminate drift, and to supply parts for large-scale production. Today these troubles have virtually been licked, and there are now excellent, highly sensitive receivers on the market." Mr. Mastin explained a survey plan which his committee has proposed to NAB. "For the past year or two," he says, "we've been planting seeds. So far, there's no crop of hay, but we do have a good seed crop. Now we've asked NAB to make tests in New York City, Alliance, Ohio, and Kansas City, Mo. This should be done immediately so that the results of the survey can be published and a formula made available this year to FM stations."

Mr. Mastin believes that FM will be aided by TV because, while it is not feasible to install AM circuits in television receivers, FM for audio only can be added to the circuits used for video at small additional cost. Perhaps this prediction by Mr. Mastin will break down the sales resistance of people, such as the critic whom I met on a bus. Referring to the well-worn argument that FM is static-free, he said, "So FM has no static. So you can hear in a thunderstorm as good as you can hear when the sun shines. Tell me," he asked, "who turns on the radio in a thunderstorm?"

For Sale

Equipment

● One 250 watt General Electric FM broadcast transmitter, model 4BT1A1 and one FM monitor. Equipment used very little. Best offer accepted for quick sale. Contact Mr. A. Kofman, Times-Star, Alameda, Calif.

Employment Service

TOP TALENT AVAILABLE
Directors, Writers, Salesmen, Announcers, Engineers, Office Help all on file with Graebner's — Radio's newest and most progressive agency. Advise us of your job openings and we'll help you in a hurry.
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Minneapolis 2, Minn.

EDWARD L. SAXE

Gets CBS Controller Job

EDWARD L. SAXE, CBS executive assistant since January 1948, last week was appointed controller of the network. The post is a newly created one.

Dr. Saxe

Dr. Saxe, who joined the network as assistant to the treasurer in March 1946, will assume direct supervision of budget preparations, and will have charge of budget operations, reporting directly to the corporation's general executives. He also will continue to perform executive administrative functions.

WNAF NOW WDEM

R. I. Station Rededicated

REDEDICATION of WNAF Providence, R. I., now WDEM, was held last Tuesday to formally announce new ownership under Narragansett Bay Broadcasting Co., approved by FCC in June [BROADCASTING, June 27]. WDEM is assigned 500 w daytime on 1290 kc.

Guests of honor included Secretary of Labor Maurice Tobin; Gov. John O. Pastore; Judge Robert E. Quinn, former governor of Rhode Island and part owner of station; Rep. John E. Fogarty (D-R. I.); Sen. George Roche (D-R. I.), part owner of WDEM. New general manager of station is Irving M. Kipnes, former manager of WCAV Norfolk, Va.

Narragansett Broadcasting is headed by L. A. Pireri, local businessman, president. In all there are nine equal owners, all local professional and businessmen. Former owner was Community Broadcasting Co.

WTIC Hartford, Conn., will originate 27 broadcasts at Eastern States Exposition in West Springfield, Mass., this week.

Two Real Opportunities

WISCONSIN

A very profitable operation located in a choice single station market.

$65,000.00

MICHIGAN

A well established consistently profitable network station.

$55,000.00

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Harold R. Murphy
333 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

LEVA ANN DAME of the WMAZ Macon, Ga., commercial department, christens the "Nancy Hanks, Third," motor-powered engine of Middle Georgia Voiture, 40 and 8 Society. With her is Chairman A. Mack Dodd of 40 and 8 Train. Miss Dame wrote copy advertising Macon on records played from the engine (built on a truck chassis) and also voiced the stories on records cut by WMAZ.

WJIM GRANT

U. S. Court Upholds FCC

FCC has been upheld by the U. S. Court of Appeals for the District of Columbia in a decision of the Commission granting improved facilities on 550 kc to WJIM Lansing, Mich. The court on Sept. 9 affirmed the FCC ruling which also conditionally denied a power increase on the same frequency to WKRC Cincinnati, which filed the appeal.

The four-year old case is moot, however, since WJIM a fortnight ago had turned in the construction permit granted by FCC for switch from 250 w fulltime on 1240 kc to 1 kw fulltime on 550 kc. WKRC had sought a power boost on 550 kc from its present 1 kw night, 5 kw day to 5 kw fulltime on that channel, directional. The FCC denial of WKRC's application was without prejudice to its filing a new proposal wherby it would protect WJIM. The court held that WKRC had a fair hearing before the Commission.

ACA Radio-TV Forum

RADIO AND TELEVISION will be featured on the afternoon session of opening day of the three-day annual convention of Assn. of Canadian Advertisers at Royal York Hotel, Toronto, Oct. 19-21. Under chairmanship of C. W. Hart, Procter & Gamble of Canada Ltd., Toronto, the radio and television forum will consist of three parts. Leonard Bush, vice president of Compton Adv. Inc., New York, will discuss "What Happens to Radio With the Advent of Television." A special presentation on television success stories is to be shown, and A. D. Dunton, chairman of the Canadian Broadcasting Corp., will talk on "Canada's Television Future".

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO SEPTEMBER 15

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,037	1,983	218		375	254
FM Stations	738	407	426	*10	58	30
TV Stations	80	18	99		348	182

* 5 on air

• • •

Also see Actions of the FCC on page 74.

Docket Actions . . .

FINAL DECISION

WHAS-TV Louisville, Ky.—WHAS Inc., granted extension of completion date to Oct. 9, in final decision. Commissioners Coy, chairman; Hyde, Webster and Hennock participated. See in initial decision Broadcasting July 4, Sept. 12. Decision Sept. 9.

INITIAL DECISION

WCMW-AM-FM Canton, Ohio—Examiner Cooper issued initial decision looking toward granting Stark Broadcasting Co., licensee of WCMW and permittee of WCMW-FM transfer of control of corporation from E. A. Mahoney, James L. Amerman, Arnold Gebhart, Royal C. Lister and Merlin R. Schneider to S. L. Huffman and K. B. Cope. Mr. Cope is an attorney and Mr. Huffman with his wife owns Huffman & Co., advertising agency. Decision Sept. 13.

ORDERS

Lubbock County Broadcasting Co.; Plains Radio Broadcasting Co.; KFYO all Lubbock, Tex.—Order by Commission vacating and setting aside applications of Lubbock County and Plains Radio for new stations to operate on 790 kc, 1 kw unlimited, DA-N and request for change of power of KFYO to 5 kw unlimited, directional night on same frequency. Applications returned to hearing docket, and particularly upon question of which of above applicants is, on comparative basis better qualified to operate on 790 kc, 5 kw-daytime, 1 kw-nighttime, which Commission previously found would best utilize this channel in public interest. Order Sept. 12.

John R. Tomek and Lakeland Broadcasting Corp., Wausau, Wis.—Order granting petitions to reopen record in proceeding, for purpose of determining future residence of Donald C. Heide and wife and what part they will take in day-to-day operation of Lakeland Broadcasting Corp. John R. Tomek and Lakeland Broadcasting are both applicants for new stations to operate on 1230 kc, 250 w unlimited. Order Sept. 14.

Non-Docket Actions . . .

TRANSFER GRANT

WLBG Laurens, S. C.—Granted transfer of 50 shares or 1.67% of stock of WLBG Inc., from Kittie R. Todd to her husband John R. Todd for consideration of $500. Grant of this transfer makes John W. and James C. Todd equal partners. WLBG is assigned 860 kc, 250 w daytime. Granted Sept. 13.

Deletions . . .

THREE FM and two AM authorizations were deleted last week according to FCC. One TV permittee also cancelled. Total dropouts since first of year are: AM 32; FM 149; TV 9. Deletions, effective dates and reason for withdrawals follow:

KCOI Coalinga, Calif.—KCOI Broadcasting Co. CP Sept. 12. Failure to prosecute.

KJAN Opelousas, La.—KJAN Broadcasting Co. CP Sept. 9. Failure to prosecute.

WEAS-FM Decatur, Ga.—Eurith Dickinson Rivers Jr. CP Sept. 9. Failure to prosecute.

WAND-FM Canton, Ohio—P. C. Wilson. CP Sept. 12. Failure to prosecute.

KGLE Grand Prairie, Tex.—Anson B. Brundage. CP Sept. 9. Failure to prosecute.

KRTV (TV) Minneapolis, Minn.—Northwest Broadcasting Co. CP Sept. 9. Station unable to comply with condition of grant requiring Minnesota Tribune Co. to dispose of its 14.6% interest in Minneapolis Star and Tribune Co., or its 50% interest in WTCN-TV there. FCC held its duopoly rule precludes same interest having share of both outlets. WTCN-TV is in operation.

New Applications . . .

AM APPLICATIONS

Ely, Nev.—White Pine Broadcasting Co., 1230 kc, 250 w unlimited. Estimated cost: $13,786. Equal partners in company are David I. Hansen, chief engineer, Sevier Valley Broadcasting Co., Richfield, Utah and Dale V. Bradley employe of Denver Rio Grande Railroad. Filed Sept. 13.

Gretna, La.—Gretna and Lower Coast Radio and Broadcasting Co. Inc., 1450 kc, 250 w unlimited. Estimated cost $14,800. Pricipals in corporation include: Charles A. Schmid, 100% owner American Music System, radio instructor Gulf Radio School, New Orleans, and technical adviser WJBW New Orleans; Armand F. Trujillo, owner of several hotels and apartment houses, president 40%; Abraham Solomon, semi-retired, vice president 40%. Filed Sept. 12.

Owatonna, Minn.—Owatonna Broadcasting Co., 1390 kc, 500 w daytime. Estimated construction cost $23,874. Company is comprised of William F. Johns Sr., who has 15% interest in WOSH Oshkosh, Wis., treasurer, 40%; William F. Johns Jr., 22½% owner WSHB, Stillwater, Minn. President 30%; Victor J. Tedesco, 22½% owner WSHB, secretary, 10½; Albert S. Tedesco, program manager WSHB and 20% owner, vice president 10%; Antonio Tedesco, shoe repairman, 10%; Nicholas Tedesco, 25% owner WSHB and parttime sales advisor, 10%. Filed Sept. 9.

TRANSFER REQUESTS

WOV New York—Transfer control of voting stock in Wodaam Corp. from N. J. Leigh to Richard E. O'Dea. At time of transfer of Wodaam Corp. to Victory Broadcasting Co. [BROADCASTING, May 16], stock subscriptions were as follows: Ralph Weil, 79 shares; Arnold Hartley, 69 shares; N. J. Leigh, 445⅓ shares. Mr. Leigh also held 71⅓ shares in addition to subscribed amount. On or before June 7 all shareholders with exception of Mr. Leigh had supplied necessary consideration and received full amount of shares, application said. Accordingly, Mr. Leigh's 445⅓ shares will be converted to preferred stock and his holdings of 71⅓ shares are acquired by Mr. O'Dea. Mr. Leigh's investment in Victory Broadcasting amounted to $4,997.91, of which he will pay $2,006.45. Victory pays balance of $2,991.46 less $1,500 for 71⅓ shares. Balance due Mr. Leigh amounts to $1,491.46. WOV is assigned 1 kw on 1280 kc. Filed Sept. 9.

KCNY San Marcos, Tex.—Transfer of 1,500 shares of stock of Central Broadcasting Co., from Charles L. Cain to Edward C. James for consideration of $15,000. This stock will be sold by the individual and not corporation. Large percentage of sales money will go back into furthering the station. KCNY is assigned 1470 kc, 250 w daytime. Filed Sept. 13.

QUEEN CITY

Would Amend Applications

RENEWED effort to resolve engineering difficulties was made by Queen City Broadcasting Inc. last week in a petition to FCC for permission to amend its Cincinnati 630 kc application so as to protect WHKC Columbus on 610 kc.

Observing that FCC earlier has denied efforts of Queen City during the proceeding to make technical changes to avoid the overlap situation prohibited by the Commission's rules, Queen City pointed out that FCC by such action "has rendered impossible the grant" of either its bid or that of WCPO Cincinnati for 630 kc and "makes further participation by either applicant on their present applications farcial and meaningless."

As a result only the bid of WLAP Lexington can be approved, the petition said, but this "great inequity" should be remedied to allow the comparative consideration entitled. It was explained that the WHKC situation was not known until the hearing and therefore could not have been met earlier.

The 630 kc assignment at one time had been given to WLAP but was withdrawn a year ago for further hearing as requested by Queen City and WCPO [BROADCASTING, Oct. 25, 1948]. Queen City also explained that FCC's 1947 grant of directional antenna modifications to WHKC had been inopportune since it failed to consider the Cincinnati proposals. Therefore, it was held, every effort should be considered which would correct this situation.

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ANN MIMS, KNOE Monroe, La., receptionist chosen queen of the Louisiana Water Carnival, was entertained at the Shamrock Hotel in Houston, Tex. With her before take-off from Monroe airport are (l to r) Bob Dumm, KNOE manager who departed on same plane for two weeks active duty in the Navy; former Gov. James A. Noe, owner of KNOE, and Jack Howard, president of Monroe Chamber of Commerce.

Giveaway Setbacks

(Continued from page 25)

regain them," the judge observed. He also noted that because of the FCC order and rules, Radio Features "has been unable to sell its programs to other stations and, in fact, has made no sales since the promulgation of said order and rules."

Government counsel—William J. Hickey for the attorney general's office and Max Goldman for the FCC—won a concession from Judge Igoe, however, when he deleted from his original draft of the restraining order that portion suspending Section 3.692 of the FCC's rules. This section relates to television. In an eleventh-hour move, Walter E. Tinsley, attorney for Radio Features, called the company's president, Walter Schwimmer, to the stand to testify that he is producing TV giveaways and has started negotiations with two video stations. But Judge Igoe observed that since, in previous testimony, "nothing was said about television" and the evidence given by Mr. Schwimmer was insufficient, Section 3.692 should stand.

Goldman Requests

Mr. Goldman, assistant general counsel of the FCC, and chief spokesman for the government, asked that the court recognize that the relief which Radio Features in effect sought was a "declaratory judgment of the invalidity or inapplicability of the Commission's interpretative rules to its programs, because the Commission's threat to refuse to renew the license of any station carrying such (giveaway) programs—if it turned out to be within the scope of the Commission's interpretative rules—was resulting in the cancellation of existing contracts." He further agreed:

"A showing of this type of uncertainty or jeopardy may present the type of situation for which a declaratory judgment is designed to afford relief. It is, however, not the function of a preliminary restraining order to make a preliminary grant of the final relief, but rather to prevent irreparable injury which may result from the taking of the action threatened. A stay is designed to do what its name implies—stay the head of the agency until the court has determined whether the agency is empowered to do what it threatens."

Mr. Goldman contended that the FCC decision of Aug. 18 makes it clear that the Commission will not act to implement its policy in licensing proceedings until after Oct. 1. He declared:

"Thus, the Commission has extended to licensees a period of grace in order to afford the fullest and most adequate notice of its proposed policy. If it is plaintiff's contention that it is presently suffering irreparable injury by reason of the fact that the Commission's announcement of policy and interpretation of law presently creates uncertainty resulting in the abrogation of existing contracts, that is the uncertainty and jeopardy which it seeks to have removed by a final judgment of the invalidity of the proposed policy and interpretation of law or their inapplicability to plaintiff's programs."

Charges 'Preliminary Judgment'

He charged that any injunction which purports to do more that what the Commission itself has done with respect to the period between Aug. 18 and Oct. 1 "would be in effect a preliminary judgment on the merits of the controversy."

Evidence presented by counsel for Radio Features specified that WBNS Columbus, and WIL St. Louis have cancelled their contracts with the company since the FCC's ruling, that several others are ready to cancel, and that negotiations which were underway for sale of programs to 45 stations of the Don Lee network, and a dozen others, have fallen through. Mr. Schwimmer testified that unless the injunction was granted his company would be out of business by Oct. 1.

Judge Igoe deplored the fact that the FCC refused to postpone the effective date of its August 18 order until after hearing and determination of the plaintiff's application for an interlocutory injunction.

"I don't understand the position of the FCC," he said. "In our Interstate Commerce Commission cases, hearings on temporary injunctions are not required because the ICC postpones the effective date of a ruling until after a three-judge court has heard the case.

When the FCC counsel ventured the opinion this was a "unique" case, the judge declared it was "no more unique than the ICC cases that come in here.

"An entire industry has been disrupted and it would be no harm to the FCC to postpone its effective date," Judge Igoe said.

Mr. Goldman suggested that perhaps the cancellation of Radio Features programs did not result from the FCC interpretation but from a belief that the Commission may be right.

This brought forth the judicial quip: "As I see it, you don't threaten to do anything to anybody, but they're mighty afraid you're going to. Of course, you're in the driver's seat and can do as you please."

Judge Igoe questioned Mr. Goldman as to why the FCC felt it necessary to interpret the lottery statutes, asking, "Aren't the statutes clear by themselves?"

The Commission feels it is fairer to promulgate rules rather than render opinions on a case-to-case basis, announcing from time to time its policy regarding a law so that a station can't say it doesn't know the law, the counsel explained.

"Do you presume that the stations don't know the law," pursued the judge. "They have many conflicting views," replied Mr. Goldman.

When the counsel was telling of the FCC's referral of several lottery cases involving stations to the Attorney General, Judge Igoe interrupted to ask if any stations had been prosecuted on lottery charges. Mr. Goldman said he had "only a vague recollection" of a few.

"You say the FCC has referred certain cases to the Attorney General and he apparently has in most instances said 'No case.' Now isn't it true the FCC is seeking to carry on its own prosecution," asked the judge.

Denying this, Mr. Goldman cited the WARL Arlington, Va., case which, he said, was given many hearings on lottery charges in an effort by the FCC to avoid prosecution. The counsel was in the process of listing steps taken to hear all sides of the WARL case, starting with hearings before an examiner, when the judge again interrupted to ask, "While these proceedings were underway, was the station required to suspend the program?"

Hickey Aids Goldman

When the counsel replied in the negative, the judge asked what was the difference. This exchange ended when Mr. Hickey, a special assistant U. S. Attorney General, came to Mr. Goldman's relief with a new plea that in promulgating its rules, the FCC was only "announcing its thinking." He added, "If the court grants this temporary injunction, it will be saying to the FCC, 'You're thinking wrong, you can't think that way.'"

Counsel for Radio Features closed his argument with the charge that it is an "unthinkable proposition when a government agency can say to an enterprise that you can't do anything about it even though your business is being destroyed. Mr. Tinsley stressed the point that Radio Features is "not an illegal business."

Before issuing the restraining order, Judge Igoe did not comment on the claim that the FCC exceeded its authority nor did he delve into

Time Off To Sell

SALES may be a problem when your station's force is limited but results may be surprising when the entire station staff is turned out to sell en masse. KVEN Ventura, Calif., tried this recently on a Dollar Day, when Mort Werner, manager, transcribed an entire day's schedule, except for news, and turned loose all but one engineer to sell. Under the direction of Harry Engel, commercial manager, the one day sales-blitz-force brought in $300 worth of business. . . . big billing for a small station with a very low rate card.

GERTRUDE BERG, star and writer of CBS radio and television series *The Goldbergs*, discusses the series with (l to r) Howard M. Chapin, director of advertising, General Foods Corp.; J. L. Van Volkenburg, CBS vice president and director of television operations, and Robert C. Williams, assistant sales and advertising manager, General Foods Sanka Division. Occasion was a party given for the show's personnel.

the merits of the giveaway ban. He merely said the plaintiff had come into court with a "verified petition, which has not been disputed, and the defendant has offered no counter affidavits." He noted the government had conceded his court had jurisdiction, and declared that under the statutes his court "has the right to issue an injunction until a three-judge court has been convened in this case."

Following custom, Judge Igoe will be one of the three judges. The other two will be selected by Chief Judge J. Earl Major of the U. S. Court of Appeals for the Seventh District. One will be from the Appeals Court and the other from Federal District Court.

Judge Igoe asked that attorneys for each side in the controversy file briefs by Sept. 27.

Radio Features entered its petition for the immediate purpose of protecting its investment in the programs *Tello Test* and *Tune Test*, stating that these are not the type of programs that could be covered by FCC Rules 3.192, 3.292 and 3.692 "if such rules were in effect valid" [BROADCASTING, Sept. 12].

UN BIRTHDAY
Draws Ad Council Assist

ADVERTISING COUNCIL board of directors has approved a request for advertising assistance in the international celebration of the United Nations' fourth birthday on Oct. 4. Samuel C. Gale, director of advertising for General Mills, and a council director, is chairman of the subcommittee on advertising of the National Citizens Committee for UN Day and coordinator for the project.

J. Walter Thompson Co., through Thomas L. Greer, has been named the council's volunteer agency for the observance. Special radio promotion material, including a kit for local stations, is being prepared by Barry Mahool, radio director of the American Heritage Foundation.

Radio Buying Guide

ALLIED RADIO Corp. of Chicago has announced publication of its new 1950 196-page catalog, covering "everything in radio and electronics." Special emphasis has been placed on equipment for broadcast station maintenance including detailed listings of power tubes, distortion analyzing equipment, pickups, equalizers and arms, CAA approved tower light controls and other types of electronic equipment in the broadcast field. The *1950 Buying Guide* may be obtained without charge from Allied Radio Corp., 833 W. Jackson Blvd., Chicago 7, Ill.

H. R. BAUKHAGE will originate his NBC broadcast Sept. 20 from the United Nations Assembly at Lake Success, N. Y., when the UN opens.

A REPRESENTATIVE WHAS Louisville listener, Mrs. Paul Eubank, moves the first shovel of earth for erection of the station's television tower. Immediately in back of Mrs. Eubank is Victor Sholis, WHAS director, and Louisville's Mayor Charles Farnsley, in black bow string tie. Holding the portable microphone is Master of Ceremonies Pete French. Technical Director Orrin W. Towner is at far right.

WRQN Now WVOP

VIDALIA Broadcasting Co., Vidalia, Ga., has changed the call letters for its AM facilities from WRQN to WVOP. General Manager Howard C. Gilreath said the WVOP stands for "the Voice of Progress." Affiliated with the Georgia Network, WVOP is a 250 w outlet operating fulltime on 1450 kc. Warren B. Smith is chief engineer.

PAINT spray gun in hand, Lee Little, KTUC Tucson, Ariz., president and general manager, leads the station in battle against traffic deaths on city's streets. The slogan, "Caution Before Stepping," promotes station's network affiliation as well as serving the public. First letter of each of the words was painted longer to emphasize CBS. With authorization of the city council, the catch phrase was painted 1,024 times on Tuscon sidewalks.

RADIO ALERT
RCA System for Emergencies

WFEA Manchester, N. H., and WBZ Boston cooperated last week in a radio alert system devised by RCA for emergency use. It was employed Thursday by Civil Defense forces participating in "Operation Lookout," in which more than 100 Air National Guard pilots "raided" the East Coast from Maine to Delaware.

As the raid was in progress, a signal was sent from a command post of the Continental Air Command in New Hampshire to WFEA. There it was transmitted as an inaudible tone to WBZ and by that station to an "alert" receiver in the air raid warning center of Montpelier, Vt.

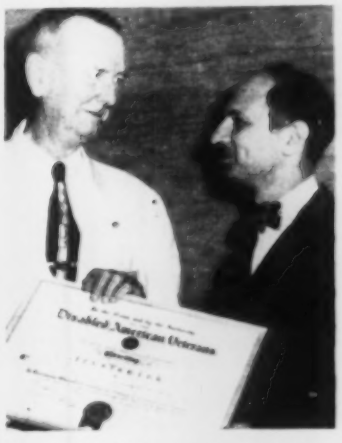
In an earlier stage of "Operation Lookout," which began Sept. 10, the warning signal originated at a command post on Long Island, passed over private wire to an NBC transmitter at Port Washington, L. I., was added as an inaudible tone to station program beams, was received by an RCA alert receiver at WGBI Scranton, Pa., and retransmitted to Civil Defense headquarters in Scranton.

Landon Cecil Herndon

LANDON CECIL HERNDON, 52, assistant chief of FCC's field engineering and monitoring division at Washington, died last Wednesday at his home in Arlington, Va. In radio engineering supervision since 1921, Mr. Herndon formerly had been in charge of the central states region for FCC's Bureau of Engineering at Chicago. He is survived by his wife and a son.

Further Extension Asked

ANOTHER 30-day extension from Sept. 19 was requested last week by G. A. (Dick) Richards stations to petition FCC for changes in issues announced for the Commission hearing on licensee renewal and trustee shop plan involving WGAR Cleveland, WJR Detroit and KMPC Los Angeles [BROADCASTING, Aug. 1]. Present extension expires today (Monday). WGAR is the only station presently having a renewal bid pending but the trustee plan covers all three Richards outlets.



IRVE TUNICK (r) of New York City, radio script writer and producer, receives Disabled American Veterans citation from Gen. Jonathan M. Wainwright at 28th DAV national convention in Cleveland. Gen. Wainwright retired as national commander. Mr. Tunick received the citation for "his outstanding contribution in bringing the dramatized story of the disabled veteran to America's radio audience."

At Deadline...

MURRAY CARPENTER BUYS HALF OF WABI

MURRAY CARPENTER, of Cape Elizabeth, Me., becomes general manager and treasurer of WABI Bangor, ABC affiliate 5 kw on 910 kc, oldest standard station in Maine, according to F. B. Simpson, present owner. Mr. Carpenter, formerly manager of WPOR Portland, Me., which he helped establish in 1946, said he sold his interest in that station to acquire WABI.

Mr. Simpson said station will file shortly with FCC providing for transfer of ownership to be equally divided between Mr. Carpenter and Horace Hildreth, ex-Governor of Maine and president of Bucknell U. He said decision to sell was because of health. Before launching WPOR, Mr. Carpenter, 34, spent 12 years with Compton Adv., New York.

NINE NEW AM OUTLETS AUTHORIZED BY FCC

NINE new AM station grants authorized by FCC Friday. Logan Bcstg. Co., Logan, W. Va., granted regional outlet on 1290 kc with 5 kw day, 1 kw night, DA; conditional. Firm is headed by Gov. Clarence W. Meadows, who with William T. Lively and W. D. Stone also has interests in WWYO Pineville and WCAW Charleston, W. Va.

Other permits went to Carbondale Bcstg., Carbondale, Pa., 1320 kc, 250 w, fulltime; Grady-Mitchell Bcstg. Co., Cairo, Wash., 1300 kc, 1 kw day; Baranof Enterprises Inc., Sitka, Alaska, 1400 kc, 250 w, unlimited; Interstate Radio Inc., Colfax, Wash., 1450 kc, 250 w, unlimited; Akron Bcstg. Co., Akron, Ohio, 1150 kc, 1 kw daytime, directional; Ark-Valley Bcstg. Co. Inc., Garden City, Kan., 1050 kc, 1 kw daytime; Maple Leaf Bcstg. Co., Wasco, Calif., 1050 kc, 250 w daytime; Prairie Radio Corp., Lincoln, Ill., 1370 kc, 500 w daytime.

KGST FRESNO SOLD

KGST Fresno, Calif., sold for $55,000 subject to FCC approval to group of Chicagoans. Buyers are Morris Mindel, Sidney Mandel and Milton Gerloff. John Baker holds 62½%. Other owners, Peter K. Onnigian, Dr. George F. Baker and Harry Hartunian.

COMMISSIONERS GUESTS

FCC COMMISSIONERS were luncheon guests of Defense Secretary Louis Johnson at Pentagon Friday, and described it as "purely social." All attended except Comr. Rosel H. Hyde, who's at Montreal NARBA conference.

CIGAR TEST CAMPAIGN

CIGAR Institute of America inaugurating test paid advertising campaign for 1950 through Benton & Bowles, New York, to cost $70,000. Campaign will serve as pattern for future advertising activities. Media to be used will be announced shortly.

TV TAVERN FEE UPHELD

FEE OF $120 levied by Pennsylvania Liquor Control Board on about 15,000 Philadelphia taverns showing television upheld by Dauphin County Court at Harrisburg, Pa. Suit was filed March 11 by 27 taproom operators on behalf of 1,000 licensees in city.

SODERLUND NAMED BY KFAB

HAROLD A. SODERLUND, in charge of regional sales at KFAB Omaha for five years, appointed sales manager of station, Harry Burke, general manager, announced.

FOUR STATION TRANSFERS GET FCC APPROVAL

SALES OF WLIB New York, WEAT Lake Worth, Fla., WTNT Augusta, Ga., and WERD Atlanta, Ga., approved by FCC Friday. Commission also ordered hearing on proposed assignment of license for KWIK-AM-FM Burbank, Calif., from Leslie S. Bowden, bankruptcy trustee, to Union Bcstg. Corp. of Calif., ILGWU subsidiary, for $40,000. Details of transfer grants:

WLIB New York—Granted assignment license from Dorothy Schiff Thackrey to New Bcstg. Co. for $150,000. New Bcstg. includes: Morris S. Novik, president 21%; Harry Novik, merchant, 44%; Samuel B. Hains, CPA, 20%, and Norman B. Furman, president of Furman, Feiner & Co., agency, vice president 15%.

WEAT Lake Worth, Fla.—Granted transfer of 100% of stock from Clarence L. Menser, former NBC vice president, and wife, Irene Menser, for $60,000 to Robert W. Rounsaville, majority owner WBEJ Elizabethton, WKSR Pulaski, WBEC Cleveland, all Tenn., and WQXI Buckhead, Ga.

WTNT Augusta, Ga.—Granted transfer of control from five stockholders to J. B. Fuqua, general manager WGAC Augusta, for $75,000. Grant conditional upon Mr. Fuqua selling his 10% in WGAC. WTNT sellers include Edgar W. Teasley and Walter J. Brown who hold 51%. Mr. Brown is president of WORD Spartanburg, S. C.

WERD Atlanta, Ga.—Granted transfer of control to J. B. Blayton, banker. Mr. Blayton to run WERD for one year without salary with profits to pay debts.

TV CONTRACT CHECKLIST SUBMITTED BY AAAA

AMERICAN ASSN. of Advertising Agencies today (Sept. 19) released checklist of "points for consideration in negotiating television facilities contracts." Drafted by AAAA Committee on Radio and TV Broadcasting, headed by Carlos Franco, Young & Rubicam, checklist contains suggestions for TV problem areas not covered by AAAA standard spot radio contract form or video station contracts. Highlights:

The music licenses carried by most stations and networks cover performance of music in non-dramatic form, only. Broadcasters must therefore limit their indemnification to limits of their licenses. If music is reproduced on records or film or is used in dramatic form, it is agency's responsibility to get proper clearance.

It would be to agencies advantage to obtain, wherever possible, one-way cancellation privilege.

In remote pickups, because of complexities of union regulations, agencies should ascertain whether use of props is permitted at point of pickup.

In connection with use of kinescope prints, it is advisable for agency to have clearance on following points: Infringement of patent rights; contractual obligation or violations of AFRA, theatrical, and motion picture union contracts; film rights for talent; synchronization and mechanical rights on music, etc.

POPULATION GAIN

U. S. POPULATION jumped to 149,452,000 as of Aug. 1, representing 13.5% increase over 131,669,275 for April 1, 1940, according to estimates released by Philip M. Hauser, acting director, Census Bureau. First seven months of 1949 showed increase of 1,401,000, or same as that for corresponding period last year. Figures include armed forces overseas.

STERILE-AIRE TEST

CHEMICAL Air Purification Corp., Chicago (Sterile-Aire germ killer), starting chain-break and one-minute spot test on WSBT South Bend, Ind., with results of 13-week series to determine national expansion plans. Time to be bought in Chicago next, then one market at a time. Agency, Morris F. Swaney, Chicago; Harry Ault, account executive.

SEIDEL TO RCA VICTOR

ROBERT A. SEIDEL, vice president and comptroller of the W. T. Grant Co., will join RCA Victor Div. as vice president in charge of distribution, effective Oct. 1. He will headquarter in Camden. Mr. Seidel is well known for his activities in the National Retail Dry Goods Assn. where he served as a member of board of directors, chairman of executive committee, and chairman of association's committee on government affairs.

Closed Circuit

(Continued from page 4)

towers inside cities. Where original proposal would guarantee CAA approval for towers up to 170 feet unless located in airport or approach areas, aviation interests now reportedly pushing for 150-foot limit. Tentative standards, worked out in CAA-FCC-industry conferences last spring, currently in CAA hands but ultimately due for FCC action. However, suspicion prevails they're being followed in principle by CAA in passing upon current applications.

BUCHANAN & Co., New York, buying spot schedule for Eskimo Pies, Bloomfield, N. J., on 11 stations in 9 midwest markets. Contracts are for intensive four-week period in markets where distribution is established.

KIRKMAN SOAP FLAKES considering spot announcement campaign. Agency, Newell-Emmett, New York, also recommending television spot schedule.

DUANE JONES, New York, looking for availabilities for possible spot schedule for its client, International Sterling Salt.

WITHIN HOURS of all-network wire Wednesday to interconnected TV stations on handling of World Series on "no pay, no charge" basis despite Gillette commercials, telecasters were burning up telephone wires. (See page 47, also editorial page 44.) Independent telecasters were believed unanimous that move could alter whole economic philosophy of sponsorship of special events for both audio and video and leave them holding empty money bag. They plan concerted, independent action next year.

LAMBERT & FEASLEY, New York querying stations on behalf of its Phillips 66 gasoline account to determine radio time spent by competitive advertisers with ultimate plans to recommend increase in spot announcements for 1950.

DR. PETER GOLDMARK, CBS color TV inventor, planning shortly to leave for England for series of demonstrations of his sequential system in London and on continent. His mission understood to have been in some measure responsible for FCC decision to launch Sept. 26 TV hearings with color testimony.

HAMILTON WATCH Co., through Hirshon-Garfield Agency, New York, shopping for half-hour network show.

ALTHOUGH NARBA conference in Montreal is expected to run two months unless it hits impasse early in sessions which would result in postponement or worse, Comr. Rosel H. Hyde, chairman of U. S. delegation, is expected to return periodically to Washington to participate in FCC policy matters. Nature of FCC agenda, plus situation in Montreal, will be determinant of frequency of Mr. Hyde's treks from Montreal.

XUM

10th Largest TV Market!

- The Television Service of The Nation's Station — the combined three-station coverage of WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus — now offers advertisers the 10th largest (*) television market in the country.
- Linked by micro-wave relay, these stations serve an area embracing 3½ million people . . . 935,000 families with 52,000 television receivers now in use — 76,000 predicted by the first of the year.
- Advertisers, both large and small, have already learned this fact; simulcasts on all three stations provide the ideal method of reaching this important television market — at considerable savings in program, production and technical costs.
- During one week last month (August 14-20), a total of 127 advertisers bought 315 advertising units (programs, participations or spot announcements) on all three stations . . . reaching this significant, responsive audience for as little as $1.25 per-thousand-viewers.

*NBC Research Department Estimates

For further information, contact any of these sales offices:

630 Fifth Avenue New York 20, N. Y.	360 North Michigan Chicago 1, Illinois	6381 Hollywood Blvd. Hollywood 28, Calif.
WLW-D 4595 S. Dixie Highway Dayton 9, Ohio	**WLW-T** 140 West Ninth St. Cincinnati 2, Ohio	**WLW-C** 3165 Olentangy River Rd. Columbus 2, Ohio

TELEVISION SERVICE OF THE NATION'S STATION

Crosley Broadcasting Corporation